

# SOUTHERN AUTOMOTIVE JOURNAL

a W.R.C. SMITH publication

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES SINCE 1921

*November 1961*



Many Stations Oppose Stamps—page 33 . . . This Dealer Likes Stamps—page 35 . . . Garage Designed for Years Ahead—page 36 . . . "Slant Six" Ring Service—page 38 . . . Front-End Success—page 42 . . . Set for "Heavies"—page 43 . . . SAJ's New Home—page 44 . . . Handicapped Fill the Gap—page 46 . . . Aligning the F-85's Body—page 52

PERFECT CIRCLE PISTON RINGS ARE INSTALLED AS ORIGINAL FACTORY EQUIPMENT IN 95 BRANDS OF VEHICLES AND ENGINES

WHY  
THE PROS<sup>®</sup>  
PREFER  
PERFECT CIRCLE  
PISTON  
RINGS...

# PC DOCTOR OF MOTORS CLINICS

BRING NEW SKILLS, NEW PROFITS

For years, Perfect Circle has brought mechanics valuable training in the latest engine service procedures through the Doctor of Motors program.

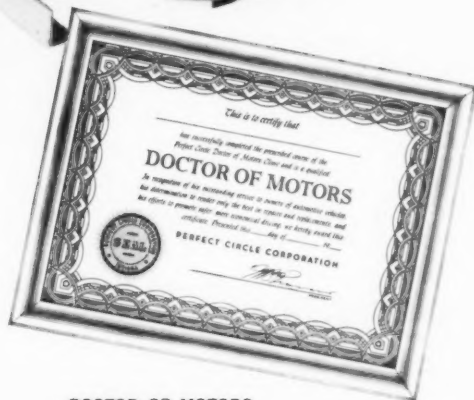
These informative clinics have been attended by over three-quarters of a million men, many of them repeating year after year. The mechanics keep coming back because each time they acquire new knowledge and skills that help them earn more money on the job.

And, the more they learn about piston rings, the more they appreciate the superior quality and performance built into every Perfect Circle set. It's another reason why so many leading mechanics the world over recommend and install PC rings.

For information on how you can participate in the Doctor of Motors Clinics, contact your Perfect Circle supplier soon.

**PERFECT**  **CIRCLE**

**PISTON RINGS • POWER SERVICE PRODUCTS**  
HAGERSTOWN, INDIANA • DON MILLS, ONTARIO, CANADA



#### DOCTOR OF MOTORS CERTIFICATE

is awarded to all who pass a written test, for display in their place of business as evidence of their training and ability



## USE THE FULL PERMATEX LINE

You won't see these products  
in a supermarket because  
only you sell Permatex  
Chemical Products.

...MADE FOR THE PROFESSIONAL!

**PERMATEX**  
COMPANY, INC.

300 Broadway, Huntington Station, L. I., New York  
Factories: Brooklyn 35, N. Y. • Kansas City 15, Kansas

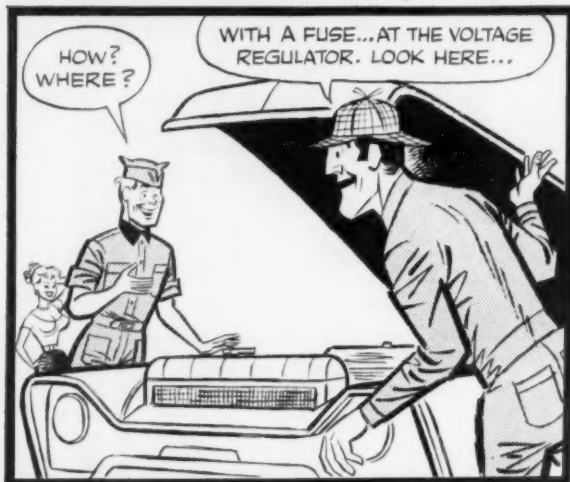
ANOTHER BLUE STREAK  
SECRET SERVICE TIP FOR YOU.

# SHERLOCK McKANICK and MIKE

## "The Case of the GUARDED GENERATOR"

ANOTHER GENERATOR KILLED  
TOO SOON. IF ONLY I COULD HAVE  
FOUND THE TROUBLE IN TIME.

BUT MIKE, THERE  
**IS** A WAY TO PREVENT  
PREMATURE  
GENERATOR  
BURN-OUT.

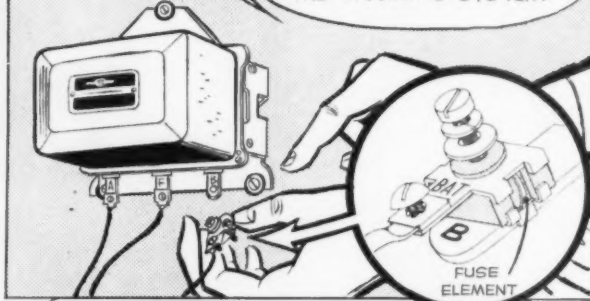


HOW?  
WHERE?

WITH A FUSE...AT THE VOLTAGE  
REGULATOR. LOOK HERE...

I INSTALL THIS FUSE  
TO THE REGULATOR'S "B"  
TERMINAL, AND THE  
BATTERY LEAD TO  
THE FUSE.

I GET IT, SHERLOCK!  
NOW THE GENERATOR IS  
**PROTECTED AGAINST  
OVERLOADS.** THE FUSE  
BLOWS IF SOMETHING  
SHOULD GO WRONG WITH  
THE CHARGING SYSTEM.



PRECISELY! BUT  
WHEN THE FUSE  
BLOWS, BE SURE  
TO LOOK FOR  
THE CAUSE  
**BEFORE**  
REPLACING  
IT.

GEE, THAT'S GREAT.  
WORKS JUST LIKE A  
REGULAR HOUSEHOLD  
FUSE!

**STANDARD MOTOR PRODUCTS** MAKES FIVE  
VOLTAGE REGULATOR FUSES WHICH WILL  
PROTECT PRACTICALLY ALL APPLICATIONS,  
EVEN IMPORT CARS, MARINE AND  
INDUSTRIAL ENGINES. THERE  
ARE MORE DETAILS IN  
BULLETIN #103. SEND  
FOR YOUR **FREE**  
COPY TODAY.



**STANDARD MOTOR PRODUCTS, INC.,**  
37-18 NORTHERN BLVD., LONG ISLAND CITY 1, NEW YORK



MIKE, I  
WONDER HOW  
MUCH CURRENT  
YOU CAN  
TAKE.

NO WONDER  
42,000 REGISTERED  
DEALERS SAY  
**BLUE STREAK**  
IS BETTER  
FOR YOUR  
BUSINESS.

WORLD'S FOREMOST  
HEAVY-DUTY  
IGNITION LINE



REGULATORS • SWITCHES • COILS • CONDENSERS • CONTACT POINTS • WIRE AND CABLE

# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Volume 41

No. 11

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SOUTHERN AUTOMOTIVE JOURNAL for November 1961

Serving the 19 Southern and  
 Southwestern States Since 1921

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## Super-strength bearing takes 3-ton engine loads

This is the new Federal-Mogul AP steel-backed aluminum bearing. It can take pounding up to 6,000 pounds per square inch (pressure equal to the weight of this medium truck). This bearing was designed by Federal-Mogul engineers for the new kind of engines appearing today . . . shorter engines with high horsepower, high compression, and reduced bearing area.

The secret of this bearing's superiority lies in its new aluminum-alloy lining. It has both the high strength of aluminum and good bearing "oiliness". And in

addition to its exceptional fatigue strength, this Federal-Mogul aluminum bearing is also highly resistant to corrosive engine acids.

This AP aluminum bearing is just one in the complete Federal-Mogul line. Others include the 5-layer copper-alloy, straight copper-alloy, and babbitt bearings. Each is designed for a particular engine . . . and gives superior service in it. Whatever bearing you need for replacement, rely on Federal-Mogul and be sure of customer satisfaction. See your Federal-Mogul jobber.



### FEDERAL-MOGUL ENGINE BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



## Automotive **SPOTLIGHT**

November 1961

What do you think of trading stamps for this industry? By far a great majority of the readers responding in a survey mailed to 800 over the South and Southwest turned thumbs down on the sticky papers—at least for this industry, while generally not so concerned over their worth for grocery stores and other retailers of frequently purchased items costing far less than cars and—sometimes—less than the charges on repair jobs (see page 33). The stamps don't pay their way, too often, and they certainly don't add to the net profit, readers agreed overwhelmingly. And that went for the opinions of many who had tried the stamps, too.

Premiums and giveaways are getting less approval these days. More and more you see where state and national associations are condemning any gimmicks of this kind to build sales. Cut the price of the merchandise by the amount which a premium costs the manufacturer, has often been the cry. Ten national Canadian organizations have asked Prime Minister John Diefenbaker to amend the criminal code to outlaw trading stamps—and they included some powerful women's organizations, believe it or not! Kansas virtually outlawed trading stamps when it enacted a law levying a heavy license per retailer giving them away.

Expandingly better times are ahead. General Motors President John F. Gordon asserted in a Detroit address last month, "Barring a major war, it seems to me that we are about to enter a period of industrial and general economic development, both here at home and throughout the world, that will dwarf any comparable periods in history." Financial statements covering the latest financial conditions of a number of hard-parts manufacturers, including Sealed Air and Federal Mogul, reflect the service industry's continuing climb to higher levels.

A veteran franchised dealer told SAJ: "I am more optimistic over the last quarter than I have been in a number of years. I also look forward to 1962 being an outstanding year for both Chevrolet and Oldsmobile." That's the opinion of James T. Anderson of Anderson Motor Co. (Chevrolet-Oldsmobile) of Marietta, Ga., who has been a franchised dealer for 35 years. Boss Ed Cole of Chevy predicted in late August his division of GM would whip its previous record, tallied in 1955.

Planning an "open house?" Then maybe you'd better try this: Have a special preview for the men who know a lot of people and talk to them: barbers. That's what Bill Scott, Inc., did at Charlotte, N.C., for barbers and their wives to see the '62 Plymouths and Chryslers. More than 300 came. "I figured if they like the new cars the town will soon hear about them," commented Scott. The same might be tried if you're opening a new or remodeled garage or service station, mightn't it?

Will the cars of the future be glued together? A completely bonded all-steel production car body isn't likely because in critical areas which affect passenger safety welding is still best, according to Chrysler Corp.'s body stress and weight engineer, James R. Love, but new developments in fiberglass, reinforced plastics and honeycomb sandwich panels and other construction ideas which demand the use of adhesives may lead to an all-adhesive-bonded automobile.

# Sealed Power **STAINLESS STEEL**

## oil rings have

# ma\*

## REACH FOR THE FAMILIAR RED BOX



**\*mechanic appeal** WHY? THEY'RE A SNAP TO INSTALL  
AND THEY CONTROL OIL RIGHT FROM THE START



Here it is—the sure-fire formula for top-notch ring jobs: install Sealed Power Stainless Steel oil rings. They absolutely control oil right from the word go, put an end to your “come-back worries.”

Sealed Power Stainless Steel oil rings eliminate the two main causes of oil consumption—clogged oil rings and loss of tension. Here's why:

Stainless Steel resists the effects of acids and gases. It doesn't pit or etch, so carbon can't

cling. Return oil vents stay clean.

Stainless Steel retains its tension at high operating temperatures for lasting fit, lasting side seal.

Patented, proven design of Sealed Power Stainless Steel oil rings ends groove-depth problems. Proper tension does not depend on contact with bottom of the piston groove. Installation is simple. No shims, no gauges, no springs, no worries. You have the best and you know it.

More than 100,000,000 Sealed Power-designed Stainless Steel oil rings have been factory installed in new cars. Proof? Sealed Power Corporation, Muskegon, Michigan.

# Sealed Power Piston Rings

100,000,000 cylinders can't be wrong!



## Automotive MARKETS

### Anti-Stamp War in Ohio

A WAR WAS waged on the use of trading stamps recently in Columbus, O., with 25-cent sales and \$20 bills as the weapons.

Anti-stamp forces swarmed into at least four Columbus service stations, where they ordered small amounts of gasoline and demanded complete service—battery, oil and tire checks as well as clean windows all around. Then \$20 bills were offered in payment.

The conflict took place between gasoline dealers who don't want to issue trading stamps and those who do because they feel the stamps help their businesses.

Called "drive-ins," the assaults were said to be the newest wrinkle in the anti-stamp drive.

One of two operators who gave up, Charles Goetzman, commented: "I've been wanting to get out of the stamp business, anyway."

It appeared possible, however, that the war might be only beginning.

One dealer who stopped giving stamps under pressure was reported ready to start a gasoline price war. He told the *Columbus Dispatch* his business fell off when he stopped giving stamps and nearby stations continued to give them. To compete, he was quoted as saying, he may cut the price of his gasoline.

[For reaction of Southerners—car dealers, garagemen and service station operators—when queried on the use of trading stamps to promote business, see the articles on pages 33 and 35.]

"The winner of our annual top sales award just couldn't sell his wife on getting out for this tonight."



### AC Spark Plug Sales Top 1960 Record

A C SPARK Plug Division's replacement products during the 1961-model year were sold at a level 12% above the previous high established in the 1960-model year, according to Joseph A. Anderson, AC general manager and General Motors vice president.

Anderson reported spark plug sales up 11%, oil filter sales increased 14% and fuel pump sales up nine per cent.

The new record, Anderson said, was reached through steady, progressive increases each month.

"Our country's expanding motor vehicle population—now at an all-time high of nearly 75,000,000—promises even larger markets in the future," he said.

### Air-Conditioning Forum Set for Jan. 25-26

THE eighth annual national forum on automotive air conditioning will be held at the Statler-Hilton Hotel in Dallas Jan. 25-26, according to D. A. Brown, president of the Automotive Air Conditioning Association, Inc.

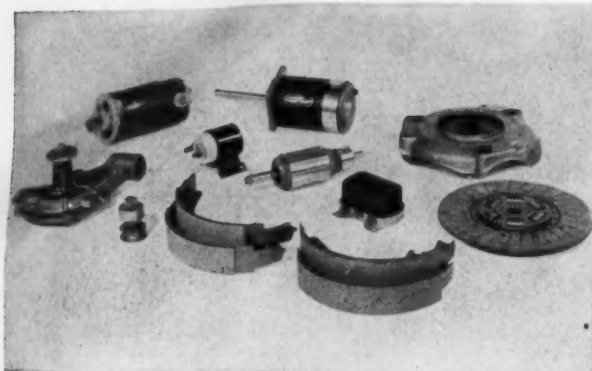
The forum will be sponsored by manufacturing members of the association for manufacturers of automotive air-conditioning components, distributors, dealers and the automotive and air-conditioning industries.

Program topics will include distribution methods, sales techniques, servicing, dealer training, warranty, component and system design.

### Tarheel Dealer Invites Barbers to Try '62s

B ILL Scott of Bill Scott, Inc., Chrysler-Plymouth dealership of Charlotte, N. C., invited the city's barbers and their wives to a special preview of the new cars and got a turnout of more than 300 persons.

"I figured if they liked the new cars, the town would soon hear about 'em," Scott said.



## Remanufactured to Original Equipment Specifications

- Sold through leading automotive jobbers and distributors.
- Prompt service through our own trucks to the jobbers in the Southeast.
- Serving the Southern automotive industry since 1941.

## STANDARD UNITS COMPANY

1600 First Ave.

Columbus, Georgia

## NEW! INLAND 1-Piece RADIATOR SHOP



Now—a complete radiator shop... easy to test, clean and repair radiators. Only 11' 7" long... handles all car radiators, many truck and tractor radiators.

**FREE FACTORY SCHOOL** will train one of your men... and in only a part of his time he will produce nice additional profits. Many adding \$8,000-\$15,000 a year servicing radiators.

**FREE** 48-pg. book, all about Inland Radiator Shop, easy-pay plan, letters from shop owners.

**INLAND MFG. COMPANY, Dept. SA-11**  
1108 Jackson St. Omaha 2, Nebr.

WRITE

INLAND MFG. CO., Dept. SA-11 1108 Jackson St., Omaha 2, Nebr.  
Please send free 48-pg. book describing new 1-Piece Radiator Shop, training school, prices, etc.

FIRM

PLEASE PRINT

ADDRESS

CITY

ZONE

State

BY

TITLE

If dealer, make of car sold.

Are you now operating a radiator Dept.?

☐ Yes

☐ No



## "We Train Our Own" —And He Tells How

*Isn't it true, as this garageman says next month, that "youth has become impatient with small earnings and drudgery during the learning period"? But, to meet the mechanic shortage, he's training his own now.*

*A Virginian's goal is to build up his fleet shop business to \$1,000 a day. It's not such a high figure when you realize he already has 30 commercial fleets on his books, ranging from five to 25 units.*

*"Pre-Planning a Shop Is Vital," just in case you're thinking of building your own plant or having one built for you. The same's true if you're about to remodel. Some pointers to bear in mind along this line are incorporated in this next feature in the series on new or enlarged garages time-tested for maximum production. This series continues to be one of the most popular month after month.*

## TECHNICAL-WISE

*Chances are you don't know too much —yet—about Chrysler Corp.'s new light-weight solenoid-operated gear reduction cranking motor. You will after you see Ed Lowery's production next month.*

*SAJ's technical editor also will pound out some tips on body jobs on the Buick Special.*

*Meeting the sludge problem will be covered in a third technical feature.*



# Automotive NEWS BRIEFS



To help politicians keep in touch with their constituents in style and comfort, Ford Motor Co. designed a rolling congressional office around this Falcon De Luxe Club Wagon. It made its debut at a new-car reception in Washington, D.C., for the diplomatic corps and members of Congress.

JANUARY	APRIL	AUGUST	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1	1	1	1
2	2	2	2
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27	27	27	27
28	28	28	28
29	29	29	29
30	30	30	30
31	31	31	31

## Looking Ahead

### DEALERS

- Nov. 12-14—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.
- Nov. 25-27—Annual convention of Arkansas Automobile Dealers Association, Arlington Hotel, Hot Springs.
- Jan. 14-17—Annual convention of National Independent Automobile Dealers Association, Stardust Hotel, Las Vegas.
- Feb. 3-7—Annual convention of National Automobile Dealers Association, Convention Hall, Atlantic City, N.J.
- March 18-19—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- April 8-10—Annual convention of Automobile Dealers Association of Alabama, Montgomery.
- April 22-24—Annual convention of Automotive Trade Association of Virginia, Golden Triangle Hotel, Norfolk.
- May 5-8—Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach.
- May 6-8—Annual convention of Tennessee Automotive Association, Andrew Johnson Hotel, Knoxville.

- May 16-17—Annual convention of Missouri Automobile Dealers Association, Elms Hotel, Excelsior Springs, Mo.
- May 20-22—Annual convention of Kentucky Automobile Dealers Association, Phoenix Hotel, Lexington.
- June 3-5—Annual convention of Georgia Automobile Dealers Association, Wanderer Motel, Jekyll Island.
- June 8-9—Annual convention of New Mexico Automotive Dealers Association, Roswell.

### GARAGEMEN

- Jan. 18-20—Mid-winter meeting of directors of Independent Garage Owners of America, Hotel Tulsa, Tulsa, Okla.
- June 20-23—Annual convention of Independent Garage Owners of America, Battery Park Hotel, Asheville, N. C.

### WHOLESALE

- Nov. 8-10—Annual convention of South Carolina Automotive Wholesalers Association, Fort Sumter Hotel, Charleston.
- Nov. 16-18—Annual convention of Florida Automotive Wholesalers Association, Americana Hotel, Miami Beach.
- Dec. 3-4—Annual convention of Georgia Automotive Wholesalers Association, Heart of Atlanta Motel, Atlanta.
- Dec. 7-14—44th annual meeting and manufacturers - distributors conference of Automotive Electric Association,

tion, Edgewater Beach Hotel, Chicago.

Jan. 29-Feb. 1—Automotive Accessories Manufacturers of America Exposition, McCormick Place, Chicago.

Feb. 26-27—Annual convention of Automotive Service Industry Association, Conrad Hilton Hotel, Chicago. (Membership reception at Hotel Sherman Feb. 25.)

Feb. 28-March 3—International Automotive Service Industries Show, Navy Pier, Chicago.

March 24—Annual convention and booth conference of the Automotive Wholesalers of Oklahoma, Municipal Auditorium, Oklahoma City, Okla.

May 4-9—Convention cruise in S.S. Ariadne from Morehead City, N.C., to Bermuda and return by North Carolina Automotive Wholesalers Association.

May 20-23—Annual convention of Automotive Engine Rebuilders Association, Sheraton Cadillac Hotel, Detroit.

Feb. 13-16, 1963—International Automotive Service Industries Show, Philadelphia.

### GENERAL

- Nov. 8-10—Annual convention and trade show of Automotive Parts Rebuilders Association, Biltmore Hotel, Los Angeles.
- Jan. 25-26—National forum on automotive air conditioning, Statler-Hilton Hotel, Dallas, Texas.

## Welding, Cutting Blamed For 16% of Shop Fires

SIXTEEN per cent of the garage fires studied in a report published by the National Fire Protection Association were traceable to welding and cutting, while almost two-thirds involved the mishandling of gasoline.

Case histories and photographs detailed in the publication, "Welding and Cutting in Garages," demonstrate the many hazards connected with welding and cutting operations. Ways to avoid the hazards are described in the text.

The publication is first in a new series of special hazard studies prepared by the NFPA Fire Record Department, which complements the occupancy fire records now including 36 different operations, ranging from service stations and truck terminals to warehouses and manufacturing plants.

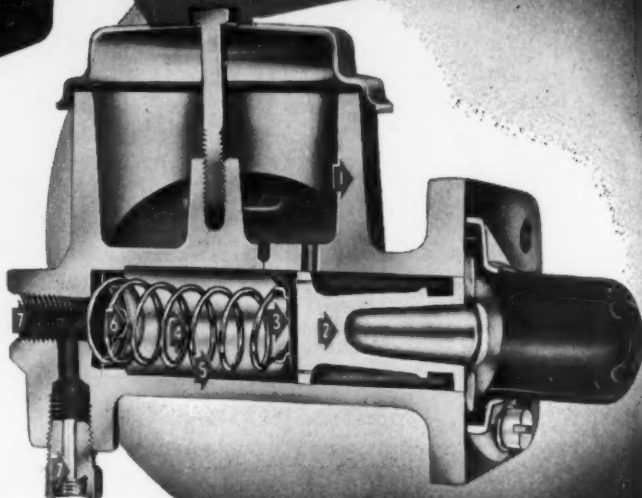


# MASTER and WHEEL CYLINDERS

**mighty  
strong on built-in  
completely-inspected  
stop-qualities**

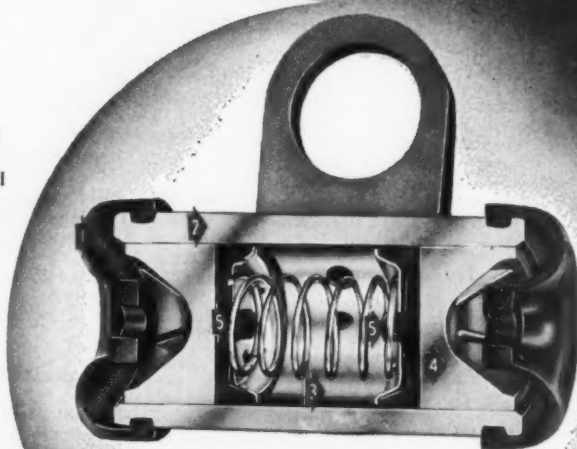
## MASTER CYLINDERS

- ① **CASTINGS:** Fine grain, semi-steel. Many are shell-moulded . . . all 100% pressure-tested!
- ② **PISTONS:** Precision-machined and ground. Fitted with EIS improved, ribbed, non-leak Secondary Cup!
- ③ **MAIN CUP: MADE OF HEAT-RESISTANT COMPOUND.** Designed with a razor-sharp sealing edge, moulded with tapered grooves to permit proper passage of fluid in the backstroke operation. Moulded-in brass ring protects cup from extruding into piston by-pass holes!
- ④ **SPRING:** Formed of top-quality music wire. Engineered to hold proper residual pressures to insure return of main cup and piston!
- ⑤ **BORE:** Bearingized and finished to close-precision-tolerances for proper seal and lubrication!
- ⑥ **CHECK VALVE:** Precision steel stampings assembled with high grade rubber flapper . . . 100% pressure-tested. Only the latest types are used!
- ⑦ **OUTLET PORTS:** All are lead screw tapped to assure full, precision threads, leakproof construction and to prevent cross-threading!



## WHEEL CYLINDERS

- ① **BOOTS:** Designed to prevent dirt from entering the cylinder and interference with piston action and cup seal!
- ② **CASTING:** Moulded of fine grain semi-steel; machined to accurate tolerances. Many are shell-moulded!
- ③ **BORE:** Accurately finished to produce a correct hydraulic seal and to allow enough lubrication for longer cup life!
- ④ **PISTONS:** Precision-machined and ground. HEAT-TREATED for hardness to increase life and reduce scuffing!
- ⑤ **CUPS:** "E" Series HRC\* Cups with Expanders and Springs insure trouble-free operation in high-heat conditions. The Expander applies the slight pressure needed at the point of seal to insure correct sealing and longer cylinder life; does not interfere with brake shoe return. "E" Series Cups with Expanders and Springs are built into all EIS Wheel Cylinders at no extra cost!



\* HRC-Heat-Resisting Compound  
Operates efficiently at -40° F. to 100° F.



MASTER CYLINDER KITS • WHEEL CYLINDER KITS • MASTER CYLINDERS • WHEEL CYLINDERS  
POWER BRAKE KITS • POWER BRAKE PARTS • HOSES • SWITCHES • BRAKE FLUIDS • BRAKE BLEEDERS  
BRAKE CABLES • HOLD-DOWN PARTS • POWER BRAKE TESTERS • BRAKE CUPS • TOOLS  
HYDRAULIC CLUTCH • CYLINDERS AND KITS FOR IMPORTED CARS

EIS  
ENGINEERING  
MANUFACTURING  
all under one roof

Ask your EIS Distributor or write for catalogs

**EIS AUTOMOTIVE CORP., Middletown, Conn.**



Charles D. Clark (seated second from left) of McAllen, Texas, receives congratulations on being elected president of the Southwest region alumni of Chevrolet Motor Division's Postgraduate School of Modern Merchandising and Management in Detroit. Pictured also are (l. to r.): seated, T. O. McLaughlin of Detroit, dean of the school; Clark; U. J. Guillory of Hammond, La., executive vice president, and Nelson Hall of Meridian, Miss., vice president, New Orleans zone; standing, Jimmy Schieldknight of Spearman, Texas, retiring vice president, Oklahoma City zone; Harry L. Roberts of Edinburg, Texas, retiring vice president, Houston zone; W. L. "Bill" Rudd, Jr., of Waskom, Texas, retiring president; Jack Krueger of New Braunfels, Texas, vice president, Houston zone, and Clarence Aubrey of Lawton, Texas, vice president, Oklahoma City zone. The elections were held in conjunction with the fourth convention of the school's Southwest region alumni held at the Royal Orleans Hotel in New Orleans.

## Gibbes Book Covers Its 84 Years

ITS 84 years of service to the automotive and related industries are covered in the "Personnel Roster and Fact Book" issued by Gibbes Machinery Co., Columbia, S.C.

The company began in 1877 as the farm implement department of Lorick and Lowrance. Five years later W. H. Gibbes, Jr., and Thornwell McMaster formed a partnership. McMaster withdrew in 1888 and Wade Hampton Gibbes, Jr., began trading as W. H. Gibbes, Jr. Other Gibbes relatives came on the scene in succeeding years. Gibbes sold Packard cars for 40 years.

The varied interests of the firm today include a parts wholesaling division, managed by T. Halmon Coker; a big machine shop, foundry, power brake and trailer shop managed by W. M. Albergotti, Jr.; a trailer parts department managed by Marion J. Hancock, Jr.; an automotive sales department (including Volkswagen) headed up by L. LeConte Gibbes.

A. Mason Gibbes is general man-

ager of the entire company.

Automotive firms interested in issuing a book or booklet on their companies' history would find the Gibbes publication of value, with its many photographs, the personnel—present and past—and some historical pictures.

## Broward Floridians Elect

Turner Narmore of Turner Narmore Motor Co., Inc. (Simca-English Ford), is the new president of the Broward County (Fla.) Automobile Dealers Association. Vice president is George R. Slaton of Slaton Chevrolet, Inc., and Don Atherton of Fort Lauderdale Lincoln-Mercury Co. is the secretary-treasurer.

## St. Louis Group Names Stivers

Ed Stivers, Ford and Lincoln-Mercury dealer, has been elected to the board of directors of the Greater St. Louis Automotive Association, to succeed Emerson Planck, who resigned when he sold his dealership to MacCarthy Ford.

## Crescent Co. Elects Alperin and Riesman

MAX Alperin and Robert A. Riesman, former chief executives of Royal Electric Corp., have acquired a substantial interest in Crescent Co. and have been elected officers and directors of that firm, President John M. Sapinsley announced.

Alperin, named director and chairman of the executive committee, will be in charge of plans for the company's future growth. Riesman is director and executive vice president in charge of over-all marketing operations. He is also president of Carol Cable Co., an affiliate supplying the electrical manufacturing and wholesale markets.

Milton C. Sapinsley continues as chairman of the board, while John Sapinsley remains president and chief executive officer.

## Mexican Firm to Build Prestolite Batteries

LICENSE to manufacture a complete line of Prestolite automotive batteries has been granted Acumador Insuperable, S. A., by The Electric Autolite Co., according to the latter company's International Operations Vice President J. J. Bohmrich.

The Mexican firm, which has been a licensed manufacturer of Prestolite industrial batteries, will manufacture both automotive and industrial batteries in its Mexico City plant. Electric Autolite recently announced formation of a new Mexican company, Industria Electrica Automotriz, S. A., in conjunction with Productos Para Industrias and a group of Mexican investors, to manufacture automotive electric equipment.

## Signal-Stat Elevates Hollins and Schoener

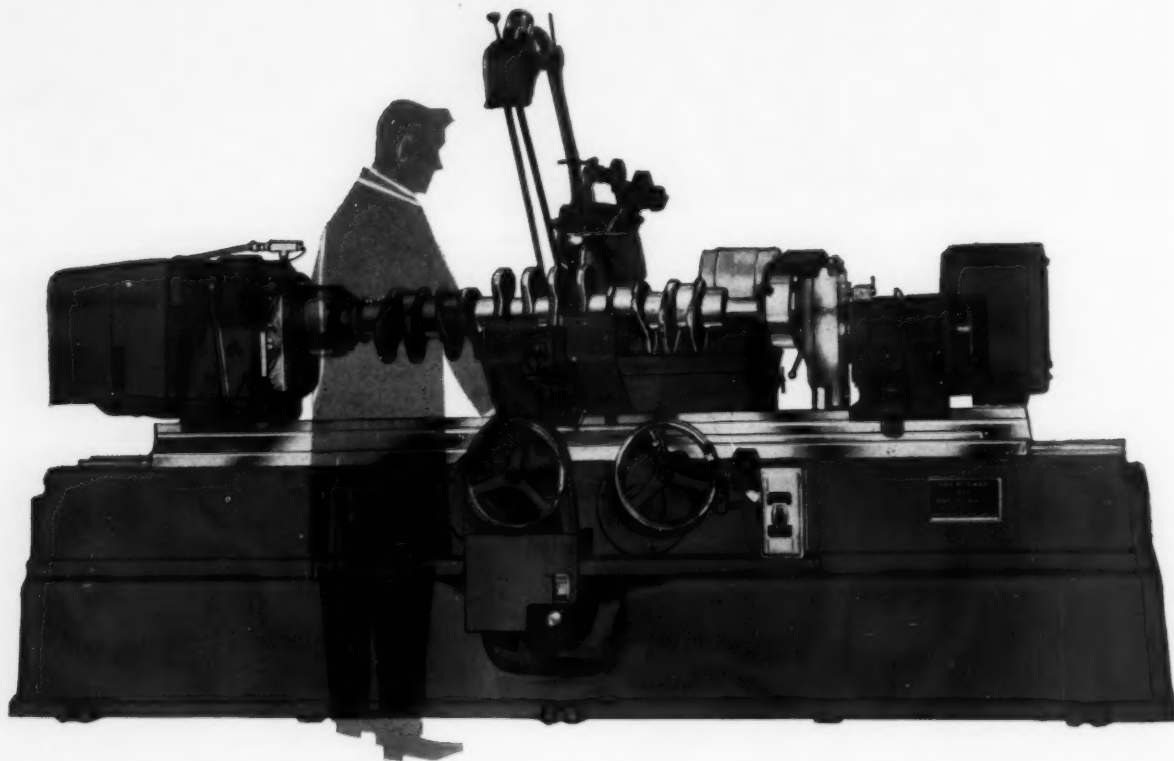
L. S. HOLLINS, formerly president of Signal-Stat, has been elected chairman of the board, while Eugene Schoener moved up from executive vice president to the presidency.

J. David Marks, a vice president of Lehigh Valley Industries, the parent company, succeeds Schoener as executive vice president of Signal-Stat.

**Bigger... Faster... More Rugged  
to bring you EXTRA PROFIT**

**NEW**

## **Van Norman 439 Heavy Duty RAP-O-MATIC CRANKSHAFT GRINDER**



Entirely new... a rugged, fast, and precision production-type machine for every shop.

Headstock and tailstock have outboard counterweights built in for faster-than-ever change-over from main to rod journals. Two-inch travel of tailstock is controlled by lever. Over-all set-up time is cut in half.

More journals assure more profit, thanks to features like these:

- New Vari-Drive Work Head—quick selection of proper work speeds. No belt to change.

- Combination 360° and Cross Slide Offset Heads—grind with chucks or centers. Length of shaft between centers 66"; between chucks 60"; stroke 7".
- Rapid power wheel head retraction, in-feed and table traverse.
- Dial-O-Matic Steady Rest—built-in indicator locates journals quickly, reduces set-up time.
- Built to last. Massive cast iron base. Super-precision bearings assure reduced maintenance costs. Bijur one-shot lubrication to table and wheel head ways.
- Removable coolant tank.

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## One Car in Six with Unsafe Items Revealed in Vehicle Safety-Check

ONE or more unsafe items for every six cars checked was the finding of the 1961 National Vehicle Safety-Check program, in which more than 3,500,000 vehicles were inspected.

In announcing results of the program, Victor Holt, Jr., chairman of the Auto Industries Highway Safety Committee and executive vice president of The Goodyear Tire and Rubber Co., said: "Vehicle Safety-Check facilities were provided in 3,448 cities and counties, at military installations and industrial plants, as well as by government agencies and teenage groups conducting their own Safety-Checks for employees and young drivers."

The finding, Holt said, "indicates much still needs to be done to make owners aware of the need to maintain their vehicles in safe operating condition at all times. However, the fact that 47.4% of the program's

participants took immediate steps to have corrections made to one or more of the ten items checked as unsafe indicates a growing awareness of personal responsibility for the safety of the users of our streets and highways.

"This outstanding achievement was made possible through the combined efforts of the motoring public, state and local public officials, dealers and manufacturers of the automotive industries, state and local civic, business, women's teenage and organized traffic safety groups."

National Vehicle Safety-Check is co-sponsored annually during May and June by the Auto Industries Highway Safety Committee and *Look* magazine, with the cooperation of the Association of State and Provincial Safety Coordinators. The program is conducted primarily in the 32 states which do not require official motor vehicle inspection by law.

For the seventh consecutive year, rear lights headed the list of items needing service attention for safe driving. These were followed in order by front lights, brakes, exhaust systems and tires. In the first year of reporting the condition of front and rear turn signals, a combined 13% were found in need of attention.

The following breakdown is based on reports of cars and trucks checked and rejected which included data on the condition of items affecting safe driving:

Item Checked	Cars	% Rejected	Trucks	% Rejected	Total	% Rejected
Rear lights	94,816	26.5	8,543	23.1	103,359	26.2
Rear turn signals	22,326	6.2	2,990	8.1	25,316	6.4
Front lights	58,110	16.3	4,762	12.9	62,872	15.9
Front turn signals	22,715	6.4	3,119	8.4	25,834	6.6
Brakes	46,445	13.0	4,237	11.5	50,682	12.9
Exhaust	30,030	8.4	2,599	7.0	32,629	8.3
Tires	24,583	6.9	2,321	6.3	26,904	6.8
Steering	18,742	5.2	1,843	5.0	20,585	5.2
Windshield wipers	17,643	4.9	2,210	6.0	19,853	5.0
Glass	10,919	3.1	1,793	4.8	12,712	3.2
Horn	8,173	2.3	1,477	4.0	9,650	2.5
Rear view mirrors	3,035	.8	1,095	2.9	4,130	1.0
Totals	357,537	100.0%	36,989	100.0%	394,526	100.0%



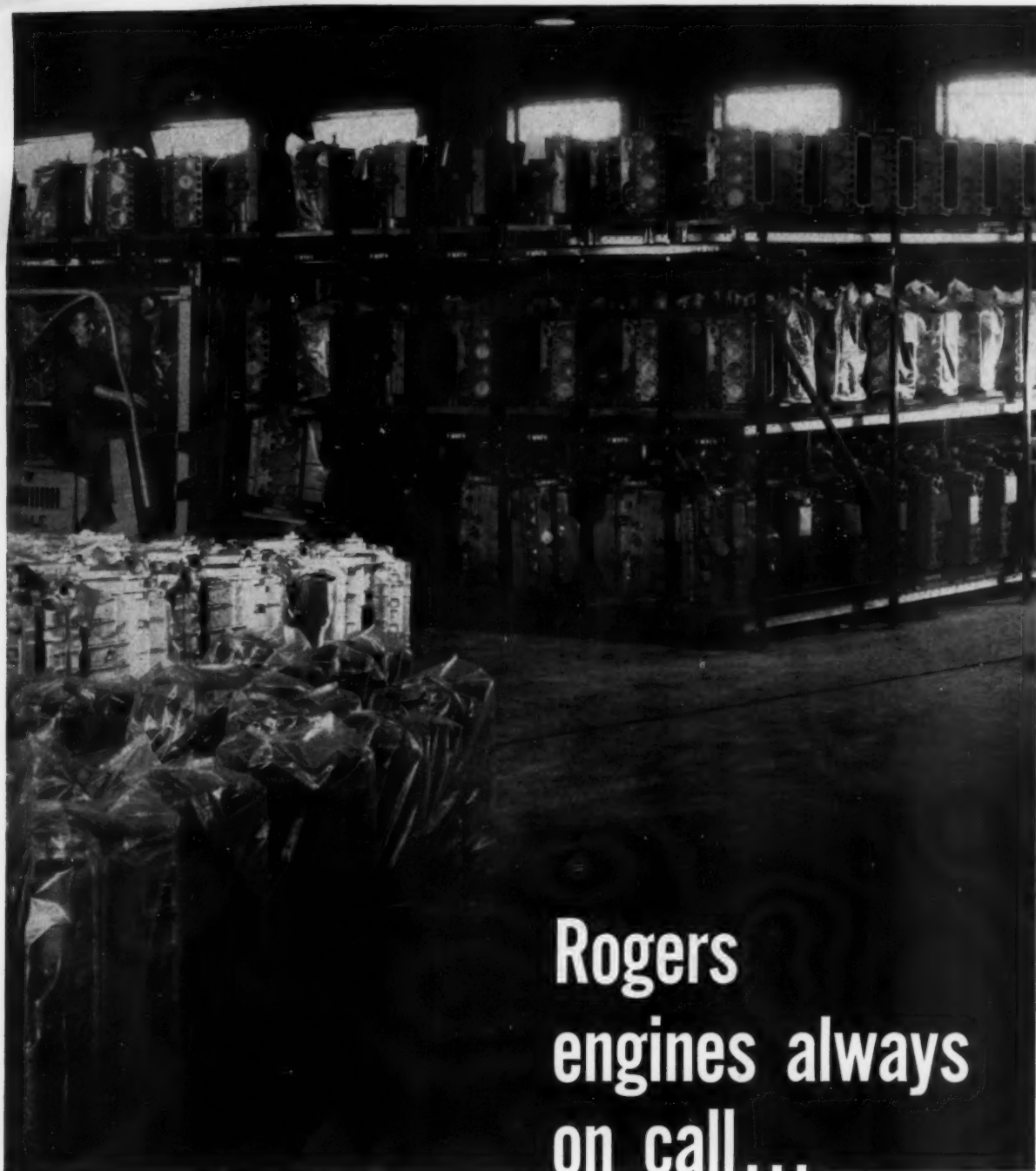
M. C. Patterson, former Dodge Division general manager and Chrysler Corp. vice president, has been elected president and treasurer of Saginaw Bearing Co., succeeding William Agricola, son of the firm's founder, who will retire Feb. 1. Born May 30, 1900, in Coatbridge, Scotland, Patterson began his career as a tool and die apprentice in his native country. He came to Detroit in 1920 where his first job was in the drop forge and die sinking department of the Dodge Brothers plant. He was named president of Dodge in 1956 and vice president of Chrysler Corp. in 1957. At the time of a corporate structural reorganization in May 1948, Patterson was named Dodge general manager.

O. E. Haring (right) is shown here with Vincent Grab, executive vice president and general manager of Renault, Inc., New York, confirming the appointment of O. E. Haring, Inc., New Orleans, La., as the exclusive Renault service center for New Orleans and vicinity. A New Orleans resident for 37 years, Haring began his automotive career as a salesman in Ft. Dodge, Iowa, in 1914. His service center has been situated at Claiborne and Canal Streets since 1935.



## Clanton Dies in Savannah

Ray Clanton, 49, operator of Ray Clanton Motors, Savannah, Ga., Plymouth-Valiant dealership, died of a heart attack recently. A native of Ingles, Ark., Clanton had lived in Savannah for 12 years and had previously operated a Lincoln-Mercury agency there.



## Rogers engines always on call...

the right model engine at the right time! Today and everyday you can expect fast delivery on 361 different models of Rogers remanufactured engines. Only Rogers offers so many models in partial or complete assemblies. All stocked for immediate delivery! Rogers has the industry's newest, most efficient distribution system. Overnight deliveries (from the plant and ten Rogers warehouses) mean that any model engine is not more than a day away from any of our over 800 distributors. Your reputation rides with the engines you install...so install Rogers engines exclusively!

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OF TUNG-SOL  
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## For Those Who Sell Filters... and Want to Sell MORE!



WIX Oil and Air Filters are built to give the car owner extra value and greater engine protection...WIX-O-MATIC, the soundest merchandising system in the filter industry, gives you more sales and bigger profits. This statement is proved by thousands of dealers who know from first-hand experience how WIX-O-MATIC stimulates sales and stops losses.


With WIX-O-MATIC you never lose sales by "being out of" the filter you need...you never lose money because of excess inventory or obso-

lete numbers. And—sales are made quicker! With the Dial-O-Matic Cartridge Selector you can tell at a glance what filter is needed for any American-made car or light truck that drives in—most foreign cars, too. WIX-O-MATIC is available with wall racks for small stocks and floor cabinets for more active locations, and you get both FREE.

Get all the facts on WIX Oil and Air Filters and WIX-O-MATIC merchandising from your jobber, or write direct. Do it today.

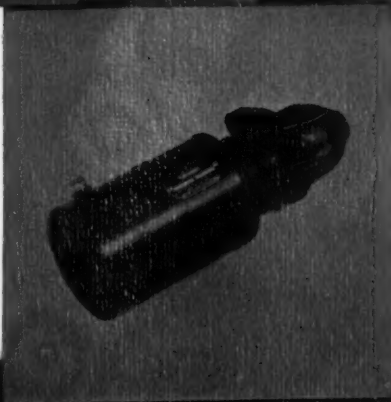
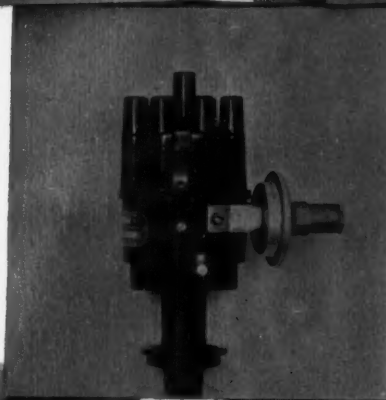
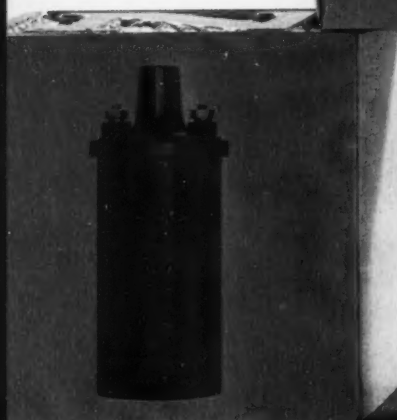
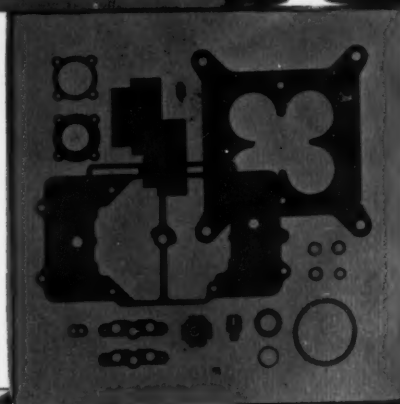
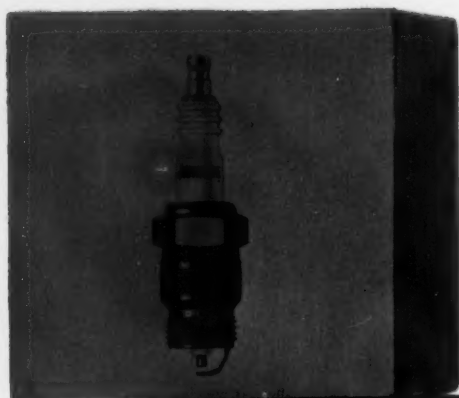
**WIX CORPORATION • GASTONIA, N. C.**

In Canada: Wix Corporation Ltd., Toronto  
In New Zealand: Wix Corp. New Zealand Ltd., Auckland

A black and white photograph showing a hand placing a block on a stack of other blocks. The top block has the text 'THE ABC's OF EVERYTHING WE SELL'. The bottom block has the text 'AUTOLITE'.

**THE  
ABC's  
OF  
EVERYTHING  
WE SELL**

**AUTOLITE**



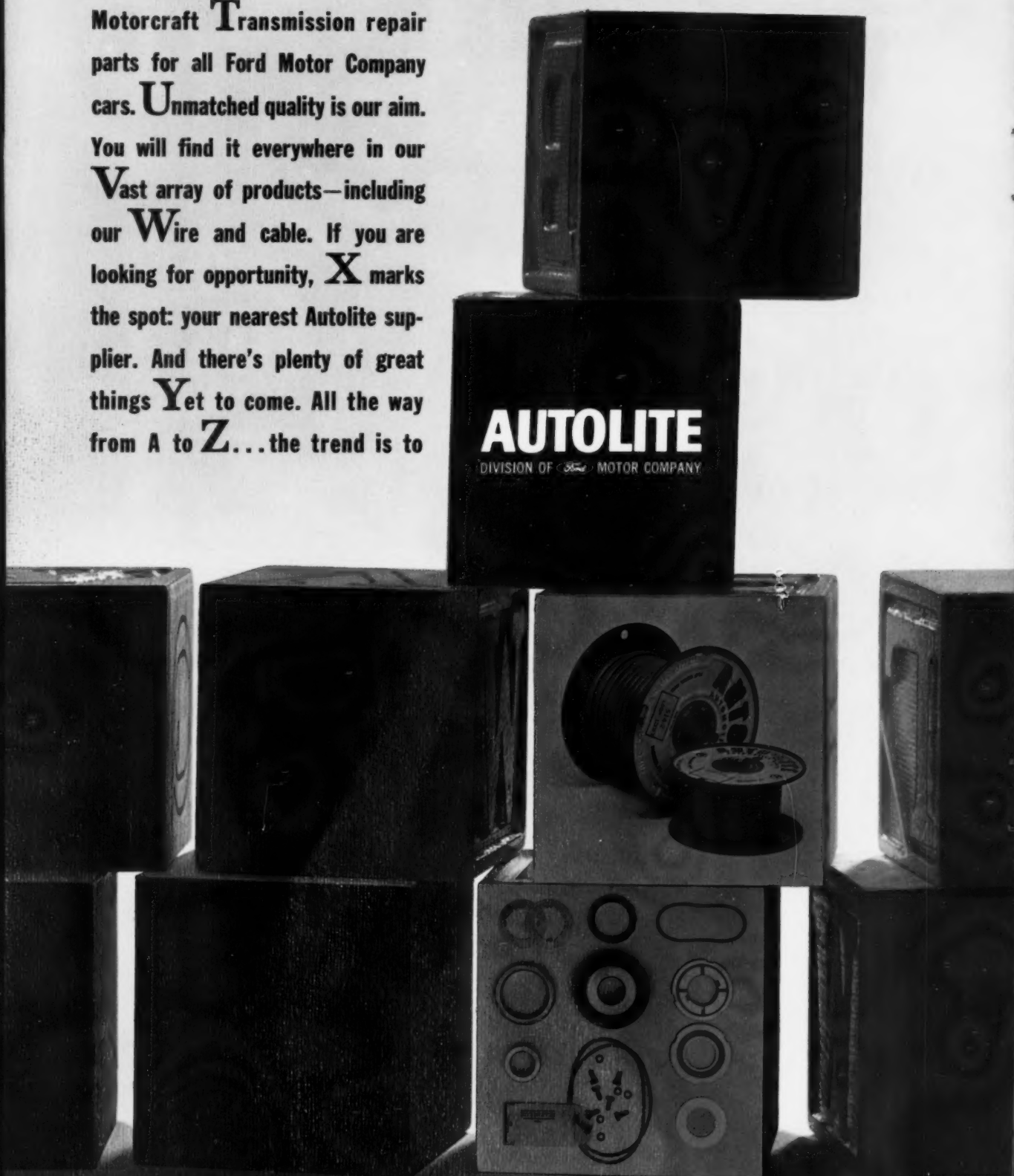
**A**is for Autolite. The people who sell two very exclusive **B**atteries. The sta·ful—normally needs water only 3 times a year. The Anchor Bond—protects itself against both thirst and vibration. Plus **C**arburetor repair kits for all Ford Motor Company products. And **D**istributors and distributor caps for all Ford Motor Company and Chrysler Corporation cars. Picking the right line of parts to sell is **E**asy because **F**ord Motor Company quality is well known. Take our **G**askets and gasket kits or generators, for instance. Nobody makes any better. **H**op on the bandwagon. Put some **I**gnition in your sales. Join the Autolite team. You'll be selling a **K**ing-size line of products that keeps growing all the time. **L**ong-lasting condensers. **M**ighty fast starting motors. **N**ew top-performance coils—**O**nly 6, and they fit most anything. Plus **P**oints without parallel. **Q**uick-witted voltage **R**egulators for all cars. **S**park plugs that actually clean themselves while you drive.



Motorcraft **T**ransmission repair parts for all Ford Motor Company cars. **U**nmatched quality is our aim. You will find it everywhere in our **V**ast array of products—including our **W**ire and cable. If you are looking for opportunity, **X** marks the spot: your nearest Autolite supplier. And there's plenty of great things **Y**et to come. All the way from **A** to **Z**...the trend is to

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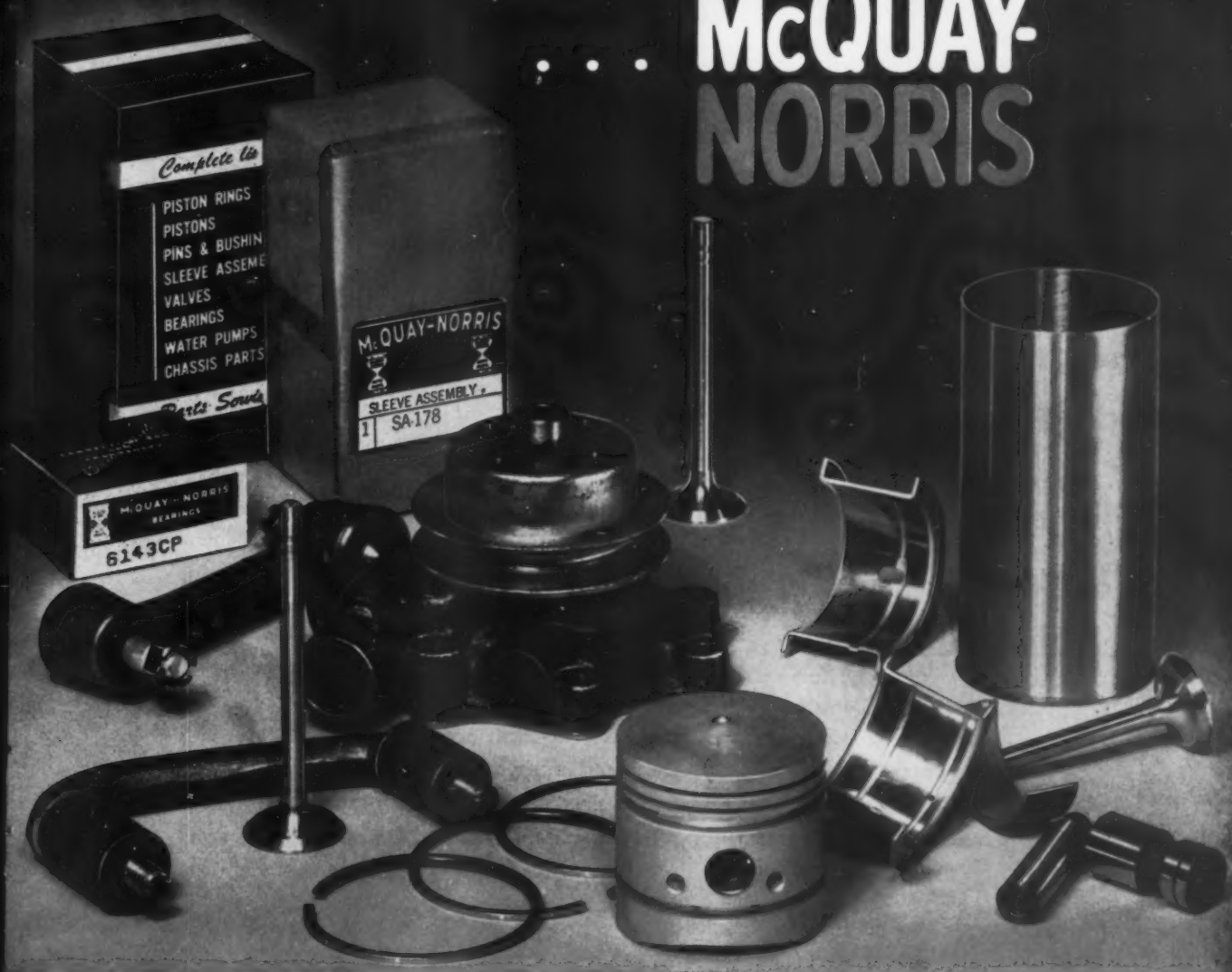
DIVISION OF FORD MOTOR COMPANY



# THE *Blue Box* LINE

...Your Guarantee  
of *PERFECT*  
*MATCHED-PERFORMANCE*

... **McQUAY-  
NORRIS**



Rings, pistons, pins, bearings, valve train parts, water pumps, chassis parts? All parts in the McQuay-Norris line—designed and manufactured to the same high standards of quality and precision—are known for uniform performance and

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**You can buy copies of Holley's  
Ventilated Points and 94  
other Holley Carburetion  
and Ignition items . . .**

**. . . but when you insist  
on Holley, you're sure of  
*Original Equipment Quality!***

Let's face it . . . anything that is good is bound to be copied. Take Holley Ventilated Contact Sets, for example. When Holley engineers developed and perfected the ventilated principle, it was natural that others would duplicate this important contribution to ignition efficiency. Yes, you can buy copies of Holley Contact Sets and many other carburetion and ignition products, but it makes sense to replace with Holley components that are built to *original equipment* quality specifications, and are as much *originals* as the parts they replace. That way you're *sure* of customer satisfaction.



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Original Equipment  
Manufacturers of  
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RT-46



**SNAP-ON 294-F-B set.** 94 chrome-finished tools including sockets, handles, adaptors and screwdrivers in a sturdy, good-looking metal box and tote tray.

There's  
nothing  
busier than  
a  $\frac{3}{8}$ -in. drive  
socket set

GET  
**Snap-on**  
AND GET  
THE BEST

Here in one set is the right  $\frac{3}{8}$ -in. drive wrench for practically every job. And they're SNAP-ON quality throughout — quality that keeps these busy tools in good working condition long after the "cheapies" have hit the scrap heap.

When your SNAP-ON man shows you this set, take hold of a handle and note the fine balance of the tool, and the way the handle is shaped to fit your hand. Take a good look at the socket. See how the smooth, clean-cut walls of the hex opening are properly centered in the socket for uniform strength. Check the slim, trim construction that permits you to get into close quarters where bulky tools can't operate.

And behind the fine appearance of these tools is something you can't see — the quality of the fine alloy steel and the electronically controlled heat treating which combine to give tools extra strength and wear resistance. The result is lightweight, tough, long-lasting sockets and handles that perform far better and cost less in the long run.

So go first class. Get this new Ferret set and get new pleasure — and profit — out of a really fine set of tools.

A small down payment puts this set in your hands now. Your SNAP-ON man will be glad to arrange time payments on the balance.

CHOICE OF BETTER MECHANICS  
**SNAP-ON TOOLS**  
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**You name it...  
We've got it!**

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**Whatever your replacement problem,  
MOPAR has the answer!**

MoPar now covers all the bases with the COMPLETE QUALITY line—parts and accessories for virtually all popular makes of vehicles. Engineered and manufactured to exacting specifications, this new, complete line includes:

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GENUINE "NEW" MOPAR PARTS AND ACCESSORIES  
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With these new or remanufactured parts, you can service more vehicles, faster, more profitably, because these quality parts fit right, work right.

Your MoPar Parts source offers fast, efficient service and delivery on any order of any size. Call your MoPar Parts Wholesaler or Chrysler Motors Corporation Dealer... today!

**For Quality Parts and Accessories—you name it—MoPar's got it!**

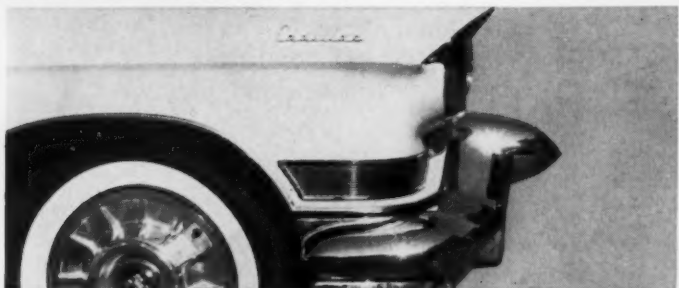
**line of parts and accessories!**



**PARTS  
AND  
ACCESSORIES**

**MoPar Parts and Accessories, Chrysler Motors Corporation, Detroit 31, Michigan**

# *exclusive sales* you get <sup>1</sup> **ACtion** with



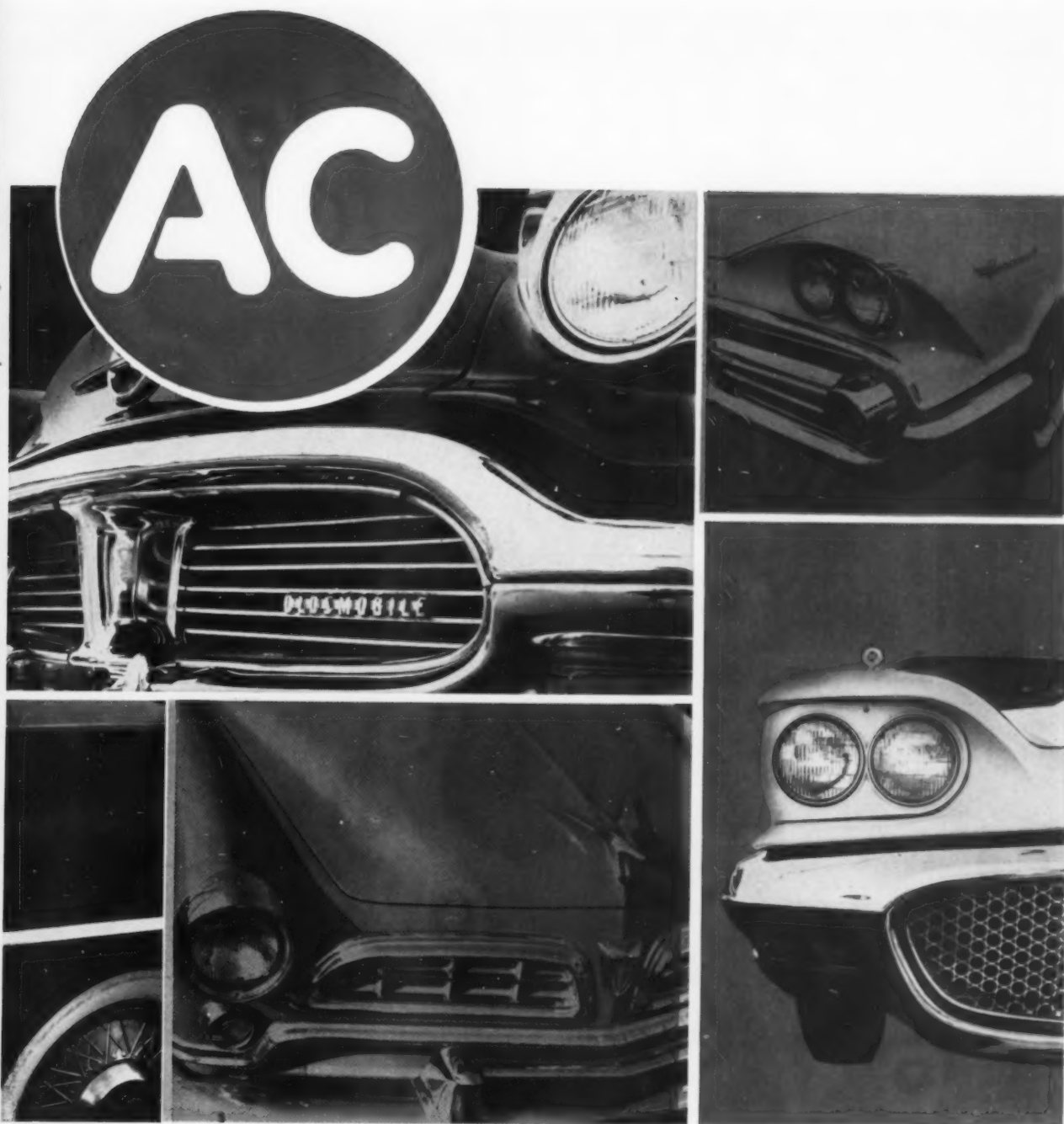
## **You can sell Self-Cleaning ACtion to All your**

By today's standards, first-class spark plug performance in any automobile, new or old, calls for self-cleaning spark plugs. To the alert serviceman, this means AC Fire-Ring Spark Plugs because AC—and only AC—makes spark plug types that are self-cleaning in the fullest sense of the word . . . for every car on the road.

Some designs simply rely on added exposure of the insulator tip and electrodes to combustion gases for "self-cleaning" action. What's more, these extended tip spark plugs are suitable for use in certain cars only.

AC Fire-Ring Spark Plugs have deeply recessed insulator tips of extremely thin construction. They heat fast and cool fast with each combustion chamber explosion to burn off fouling deposits as fast as they form. Because of their recessed structure, they get the benefit of the swirling gases as well.

This is the exclusive AC Hot Tip feature that makes ACs truly self-cleaning spark plugs . . . that deliver superior (and longer lasting) performance and work in any car on the road today.



## Customers Only with AC spark plugs

In addition, AC's exclusive extended tip design with the extended shell gives important added protection against rapid electrode wear, insulator breakage and spark plug drowning.

The AC Fire-Ring Spark Plug with the exclusive self-cleaning Hot Tip is the finest spark plug you can install. If your customers want ACTION, if you want ACTION—good will, repeat sales ACTION—recommend and install AC Fire-Ring Spark Plugs at every opportunity.

AC SPARK PLUG ⚙ THE ELECTRONICS DIVISION OF GENERAL MOTORS



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SPARK PLUGS**

# SURE PROFIT



You're bound to profit when you stock and sell AC Oil Filters, AC Air Filters and AC Gasoline Filters. AC filter replacement potential is the greatest in the industry because more cars come equipped with ACs than any other brand.

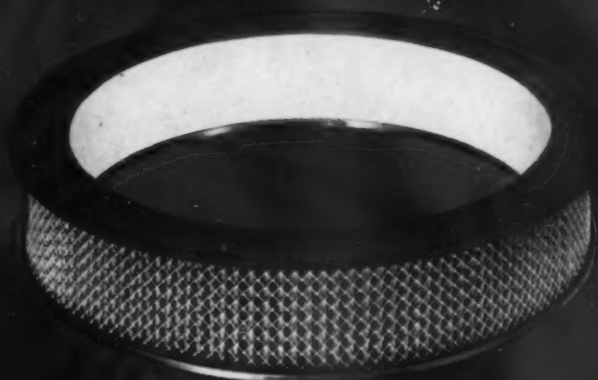
The AC Filter line does a top quality job of keeping engines free from harmful dirt, dust, grit and damaging sludge. They are preferred by owners whose cars have them as standard equipment—and they're easily sold to other car owners because of the AC name and the AC reputation for products of highest quality.

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You'll make money with AC. Call your AC Supplier and get started with AC . . . your best line of ACTION in automotive filtration.

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# LINE-UP!



*high profit*  
**you get Action with**



**OIL·AIR·GASOLINE  
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# LET'S TALK PROFITS!

it's  
**AMMCO...**  
for the newest in . . .

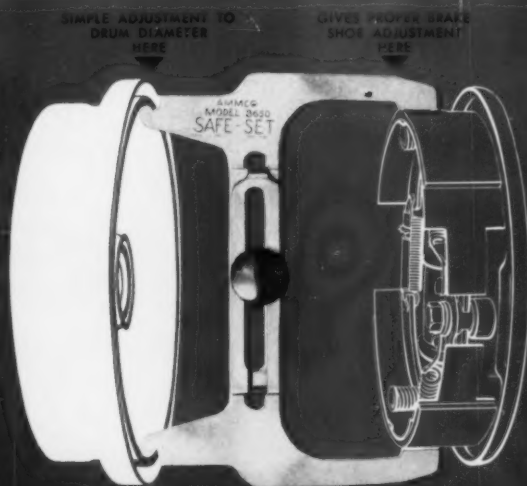
Here are 4 big . . . . .

**\$ new**  
**1**

## AMMCO Model 8650 "SAFE-SET" BRAKE SHOE ADJUSTMENT GAGE

The greatest brake innovation since the switch to hydraulics . . . at a price everyone can afford.

- QUICKLY gives correct lining to drum clearance—before drums and wheels installed—NO FURTHER ADJUSTMENT NECESSARY
- Extra profit on every job
- For use on ALL Bendix fixed anchor brakes

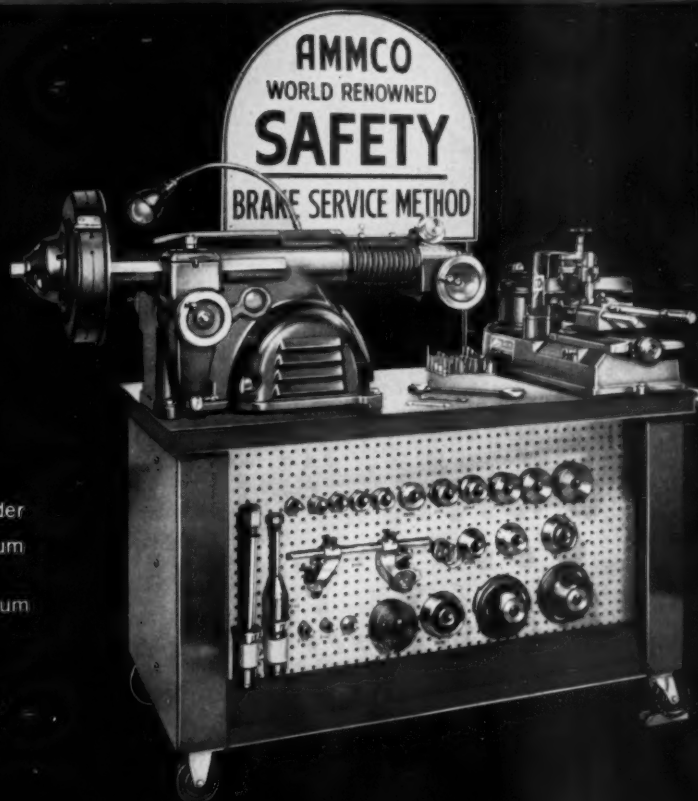


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**2**

## No. 30 AMMCO BRAKE-SHOP-ON-WHEELS

### INCLUDES:

- NEW Model 8000 "Safe-Arc" Brake Shoe Grinder
- EXTRA-FAST Model 3000 "Safe-Turn" Brake Drum Lathe
- NEW UNIVERSAL MODEL 8500 "Safe-Mike" Drum Micrometer
- Fits in only 3' x 5' area
- NEW IMPROVED No. 8400 Mobile Bench—and many more features



*. profit-making brake service equipment*

*. new... profitable... reasons why...*

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**new**  
**3**

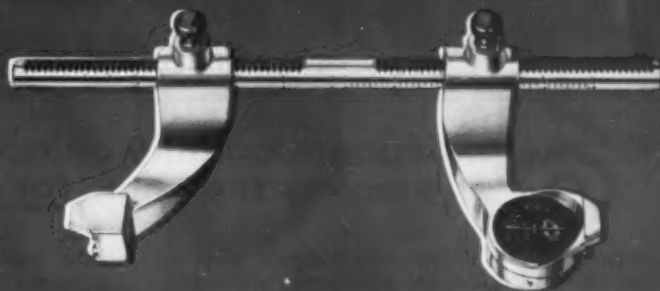


**MODEL 8000 "SAFE-ARC" BRAKE SHOE GRINDER**

...contains all the features of previous models while offering range, versatility and more built-in features.

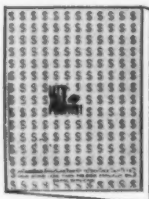
- FAST—RUGGED—EASY TO USE
- 6"-16" range—handles ALL cars—American and European—even cast Mercedes shoes
- Built in Fixed Anchor grinding • Can groove and grind at same time

**\$**  
**new**  
**4**



**AMMCO MODEL 8500 "SAFE-MIKE" DRUM MICROMETER**

A quality instrument that SELLS drum turning or replacement. Another piece of AMMCO's profit-making brake equipment.



**WRITE  
TODAY**

for new descriptive booklet and get  
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NO DOUBT ABOUT IT



IS THE BUY

## Oil seals aren't ornaments



### The phosphate coating on National Oil Seals removes the shine for a reason

Oil seals are precision components designed to protect vital parts. That's why National engineers emphasize the functional advantages of a seal rather than its appearance.

Phosphate coating is an exclusive National process used on the metal parts of all oil seals. It provides the kind of surface which allows better adhesion and a more positive bond between the metal retaining parts and Syntech rubber sealing members. The stronger bond makes seals that last longer. This

same coated surface has another important advantage. It absorbs a greater amount of the special rustproofing pre-lubricant used by National—improving rust resistance and resulting in longer shelf life. This exclusive process is just one of the reasons for National's leadership.

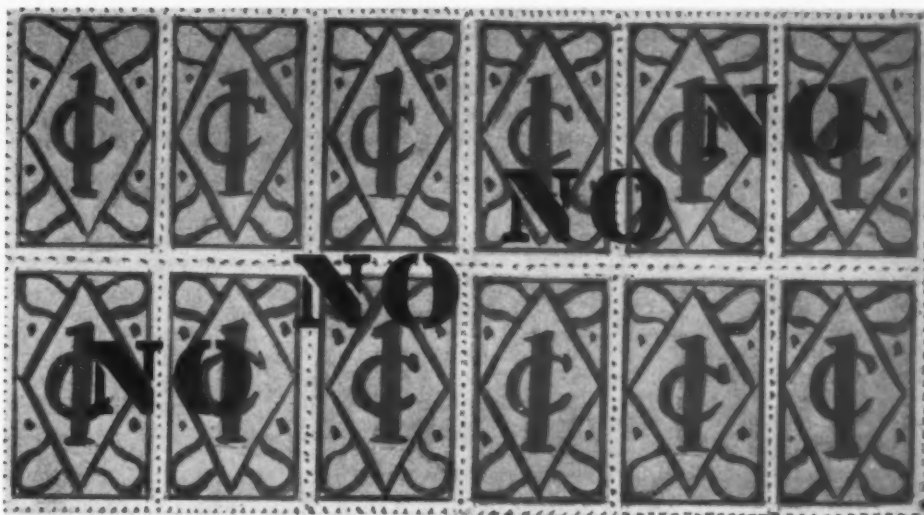
The complete National line includes both Syntech rubber and Micro-Torc® leather seals—in all the types and sizes that you need most. Your National seal jobber offers the fastest service. Call him today.



## NATIONAL OIL SEALS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN

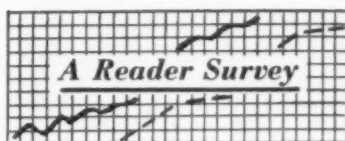


## No Home Here for Stamps

**T**RADING stamps are not for the automotive industry, with perhaps a rare exception.

That's what franchised car dealers, independent garages and service stations overwhelmingly agreed upon in their replies to a questionnaire mailed to 800 over the 19 Southern and Southwestern states last month. Principal beneficiaries of the stamps are the stamp-selling firms, many maintained.

The stamps may be popular in grocery stores and other retail establishments dealing in small items, but they're a "gimmick" for which the customer actually must unknowingly pay when they're used to buy a new or used car, 90% of the responding SAJ readers maintained. There's already too little profit margin in selling cars, many pointed out.



By **BILL HERBERT**  
Editor

Service stations more often have used the stamps as come-ons, but many of these said they either had discontinued them or planned to do so. Garagemen were notable among those who assailed the little sticky papers as an unnecessary expense for which someone must pay—an item of overhead for which the customer must stand good if the busi-

ness is to be profitable.

Five per cent of the respondents okayed the use of stamps, although some doubted their value where competitors also took up the stamp deal. The remaining five per cent were undecided on the value of using stamps.

Eighty per cent of the replying readers said they had never used stamps; 20% had used them or were using them last month. Many of the one-time users said they found the extra cost not offset by any subsequent rise in sales volume.

Actually, 5% said they had found the cost being offset, 88% said "no" and 7% were undecided. Many of these had little knowledge, of course, of stamps and their costs, since the great majority had never used them. Seven per cent were undecided.

**STAMPS: Good Business for the Stamp Companies**

## SAY THE STAMP PEOPLE

One stamp company says that last year stamp savers received \$650,000,000 in merchandise, that stamps contributed \$100,000,000 in taxes, that 110,000 depend on stamps to some degree for wages listed as aggregating the sum of \$525,000,000 in '60.

Should the stamps be outlawed, as they are more or less in Kansas where it costs \$1,000 license fee per retail outlet to give them out? Seventy-four per cent said "yes," 23% said "no" and 3% were undecided. Of the 23%, many said they were simply opposed to any further regulations — "governmental red tape"—of private industry as a matter of principle, their view thus not relating particularly to stamps or any other one subject. Many of the latter also said they believed in "free competition" and therefore any automotive man desiring to use stamps should have that privilege.

Listen, first, to what some car dealers had to say about stamps:

**Harry J. Vickery, Vickery Motors (Ford), Houston, Miss.**—"Why don't we sell stamps and give cars away? People that give stamps away tend to advertise the stamps in lieu of the product they sell." He used stamps for a year and found they didn't offset their cost.

He favored outlawing stamps and added: "If I had something to sell that was not worth the price tag, I would give stamps."

And another long-time leader in the Mississippi Automobile Dealers Association, **L. Flowers Hamrick of Hamrick Motor Co. (Ford), Greenwood, Miss.**—"It seems to us that most dealers are giving practically all of their profit away in discounts and over-allowances. Why another \$25 or \$50 for trading stamps?" He has never used them, so doesn't know if they offset their cost, "but we do question their benefit."

Two past presidents of the South Carolina Automobile Dealers Association were in agreement that stamps:

**C. C. "Cliff" Goodwin, Goodwin Buick-Rambler, Inc., Sumter**—"We are very much opposed to trading stamps." He has never used them and said, "I try to avoid service stations who give stamps with gasoline purchases."

**J. A. "Red" Cochran, South State Chevrolet Co., Inc. (Chevrolet-Oldsmobile), Chester**—"The objective of all automobile dealers is—or should be—to cut cost of sales. Regardless of volume discount, trading stamps

would certainly add to this.

"Another factor is that the detail involved in handling stamps would be considerable. It is my opinion that all dealers at present are loaded down with red tape at the minimum.

"It appears that stamps in an automobile dealership would come under the gimmick classification, that this practice would only serve to downgrade the business and would create more skepticism of the dealer than could ever be built up in additional sales volume."

Both he and Goodwin doubted that the stamps offset their cost. The former said it was "immaterial" if stamps should be outlawed, while the latter favored outlawing.

**L. R. Wyatt, Jr., Wyatt Buick Sales Co., Danville, Va.**—"They add a little (not enough to justify the cost) extra business to the first user, but when everyone follows suit, you are back where you started in volume but up in expenses." He has never used them and commented, "I don't think they are illegal and don't want any more regulations."

**Cal Rodgers, Cal Rodgers Pontiac Co. (Pontiac-Lark), Sedalia, Mo.**—"Stamps are no good, a public gyp, unfair. There is but one way to stop this disgraceful, deceitful stamp operation and that is to make it unlawful to the fullest extent. Who would gain if all dealers gave stamps? Of what benefit would it be for volume? None."

**W. O. Waites Ford Sales, Inc. (Ford), Wichita Falls, Texas**—"It is our opinion that trading stamps have no place in the automobile business."

**Hub T. Buchanan, Trio Motor Co. (Ford), Monahans, Texas**—"I think they are no good. We have never used trading stamps. Let them that want to, use them."

**G. C. Dowell, Louthan-Dowell Motors (Dodge), Lubbock, Texas**—"In our opinion, trading stamps are not designed for automobiles or other high-cost hard goods. We are well acquainted with experiences of dealers in this area who have used them with no appreciable success. At present they are not being used by local auto dealers. We believe in free enterprise and less legislation. If a dealer wants to use them, we

believe he should have the right to do so."

**Carl Clark, Lockhart Implement Co. (Ford tractor-Mercury-Comet), Lockhart, Texas**—"I do not like the idea of using trading stamps. There is too much false advertising and gizmos now. The customer pays some way, either by over-financing or big promises. Honest, hard selling and true advertising are still the best way."

**Charles D. Clark, Charles Clark Chevrolet, McAllen, Texas**—"Trading stamps are fine when you have an exclusive, increasingly worse and cost-adding as competition takes on the stamps. Our Ford dealer tried it for six months and abandoned the plan as too expensive."

**G. B. Ramsey, Ramsey Motor Co. (Ford), Spottswood, Va.**—"Trading stamps are a very good stimulant." He has never used them, he added, and expressed doubt that the stamps offset their cost.

**K. L. McConchie, Taylor Motor Co. (Chevrolet-Buick-Oldsmobile), Taylor, Texas**—"No use whatever for trading stamps. I doubt that they can be outlawed."

**Charles G. Stephenson, Stephenson Motors (Pontiac), Winchester, Ky.**—"We feel the use of trading stamps would promote some sales, but our opinion is that they are more effective in smaller purchases, such as groceries, drug store items and purchases you make on a weekly basis. The dealers that feel they are benefitted by the use of stamps should be permitted to use same."

**J. H. Mink, Mink Motor Sales, Inc. (Studebaker-Willys), Galax, Va.**—"Cost and trouble of dispensing stamps would more than offset any benefits gained by their use. Most businesses are using them now because someone else is and I feel they would all like to quit if they could." He favored outlawing.

**A. H. Shroyer, Shroyer Motor Co. (Oldsmobile - GMC), Big Spring, Texas**—"I think trading stamps should be outlawed. As long as no dealership starts it, no certain firm is at a disadvantage or advantage. If any dealership starts it, the others will have to follow suit and still

(Continued on page 94)



Stamps are "eating cancers," in the opinion of station operator W. R. Fountain, shown here expressing scorn.

## Many Stations Oppose 'Em

By DONALD L. MOORE

TALK to a Georgia service station operator about trading stamps, like this reporter often does, and you'll get one of three honest views:

**1.** The operator has never given trading stamps with gasoline, oil, service and TBA sales—and he never intends to. Why? "Because they're too much trouble" . . . "They cost too much" . . . "I don't believe in gimmicks."

**2.** The operator gave trading stamps for a while but he discontinued them. Why? "Because they cost too much and cut too deeply into my profits." . . . "They were too much trouble" . . . "When so many other stations give stamps, too, you have lost their real use as a premium."

**3.** The operator is giving trading stamps but he wishes he did not have to continue this gimmick. Why? "Because so many other stations give stamps, it is not a special advantage for shopping at my station anymore" . . . "The stamps cost too much and eat up too much of my profits" . . . "They're more bother than they're worth—and yet I'm trapped into keep providing them to regular customers."

According to comments at the July convention of the National Congress of Petroleum Retailers in Denver, Colo., this is about the experience and attitude of dealers across the nation. Deliberations there ended in a directive to NCPR to draw up a model trading stamp bill for use by affiliate associations in opposing stamps before state legislatures.

Service station associations in several states have helped campaign successfully for state legislation that bans or restricts the distribution of trading stamps by retailers.

In the District of Columbia, Washington's Metropolitan Service Station Association has strongly opposed a congressional bill that would repeal the 1871 law banning

(Continued on page 98)



This aerial view of Nalley Chevrolet is often flashed on TV screens to show the dealership's size.

## This Dealer Likes Stamps

TRADING stamps have been credited with boosting car sales and service at Nalley Chevrolet, Inc., a big dealership in Atlanta, Ga.

For three months last summer Nalley offered trading stamps with the cars sold. With each "OK" used car, 5,000 trading stamps were offered the customer. With each new Chevrolet or Corvair, 10,000 stamps were available to the customer.

The impact of this offer, heavily promoted in five ways, gave Nalley sales a big lift, according to Sales Manager Jerry Avery, who said, "Our July sales rose 30% above those the year before. August sales were better and September sales broke our 'best month yet' mark. The sales unit profit for the three months rose 35%."

For the three-month trial run on trading stamps, Nalley bought \$2,400 worth of stamps. They had to re-order "several times." The stamps cost \$12 for each book of 5,000.

At one for each ten-cent purchase, Nalley gave stamps to purchasers of parts and service—and continues this offer. But stamps with car purchases were discontinued October 1, in keeping with the promotional and merchandising philosophy of Nalley Chevrolet. This is explained by Advertising Manager Jack Alexander in this way:

"When you've got a hot promotional or sales idea, you don't ride it until it is dry. You use it for a spell and then you put it aside for a 30- to 60-day hiatus so it will be fresh and appealing in another try. We do this with sales contests and advertising campaigns in different media."

General Manager Charles H. Prince said that the sales results of the stamp promotion were "well worth the extra cost and effort to Nalley Chevrolet. We will use it again later this year."

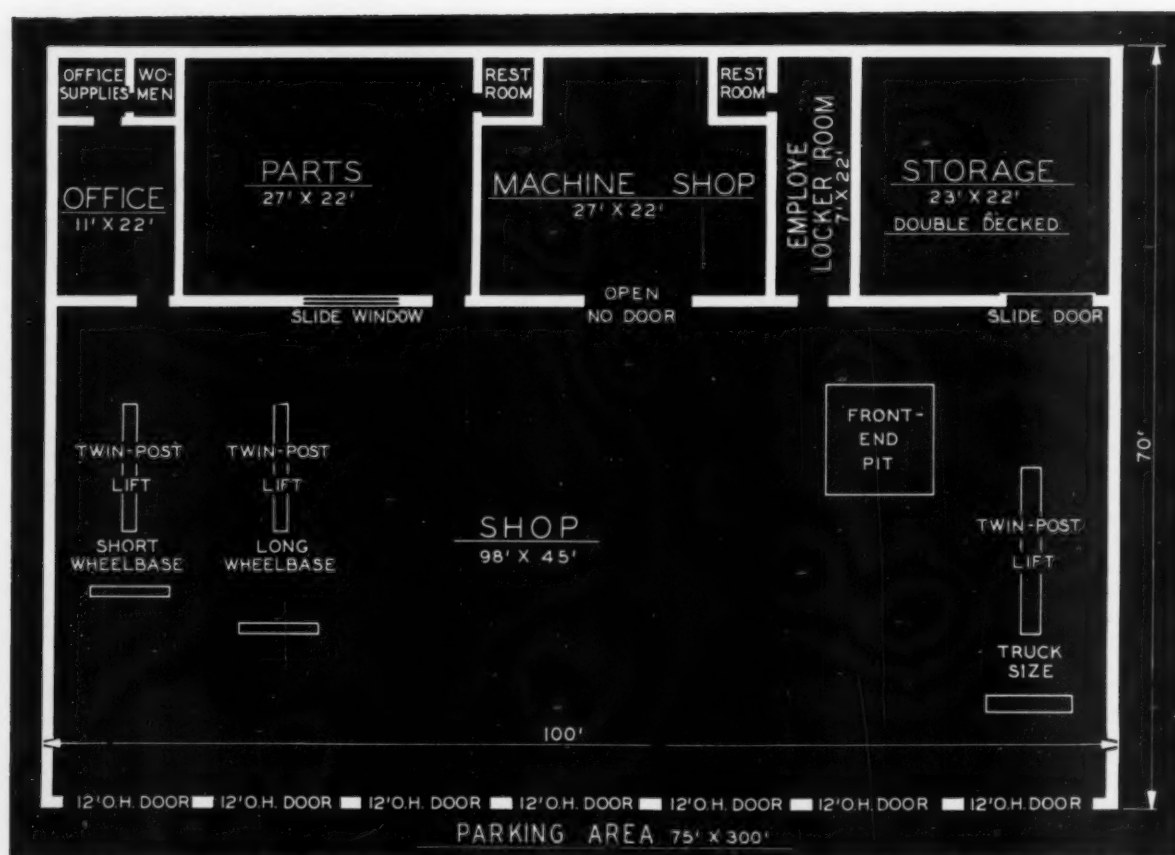
Alexander said his firm "shopped around for the best deal in trading stamps. We found one company that had a better proposition than other stamp suppliers. They agreed to take back for full cost any undistributed stamps. They offered all the display and promotional literature we could use, and they pledged ample direct and indirect advertising support.

"In something as new and different in auto retailing

(Continued on page 100)



## Designed for Years Ahead



**N**O ONE knows what design cars and trucks may take ten years from now, but there's a garage at Gastonia, N. C., which is set for anything.

The T. Q. Howe Garage has wrung out a lot of value for its investment, estimated at \$45,000 by T. Q. Howe, a 41-year veteran in repairing motor vehicles. A lot of the work was done by the owner and the shop force, including some of the excavations and building construction. Much of this was at night and on weekends.

Three of the seven 14' work bays are equipped with twin-post lifts, including one for trucks. The parts room and machine shop are across the center rear, making them highly accessible to all stalls.

"This latter arrangement saves time and steps, permitting the mechanics to spend more time in productive effort," J. Lamar Howe, son of T. Q. Howe, pointed out.

"We wouldn't take anything for our lifts. They speed up the work."

The greater bulk of the shop volume is on trucks. Fleets serviced include the power company, soft-drink bottlers and the like.

A steadily expanding concrete apron is growing through the fact

Volume runs annually around \$50,000, a higher figure by far since occupying the large new building's 7,000 square feet of space.

**Right:** These are typical air and electrical outlets installed in these concrete islands between stalls. Air couplings are two sizes to fit the various equipment. Both 110- and 220-volt connections are provided for welding and other purposes calling for electricity. Between-doorway column in background is also fitted with air and electrical outlets. These are readily accessible to the wide and deep parking apron outside, should it be necessary to tap in.



**Right:** T. Q. Howe (right) has been a garageman since 1920, giving him ample time to determine what he wanted in the way of efficient facilities once he erected—as he has at Gastonia—his own streamlined plant. Shown with him is his son, J. Lamar Howe. The seven entrances to the shop are to right of this picture. Skylights, barely discernible here, aid lighting greatly while cutting down on electricity.



**Right:** Management believes in a sizable inventory of parts, minimizing time otherwise needed in waiting or going to get parts for a job. In foreground is the counter, which looks out on the shop.



that one customer sells concrete. When the big mixing equipment comes in for service, often there's a residue. This is poured in an area which soon will be big enough for an outside stall which will be used for washing or other purposes.

One improvement in the building, occupied a year ago, would be to locate one coal-stoker-fed stove nearer the north side, since that tends to be colder in the winter, T. Q. Howe said.

Five men are employed in the shop.

Overhead steel work was set up by the men. They put an A frame on the shop's wrecker in order to do this.

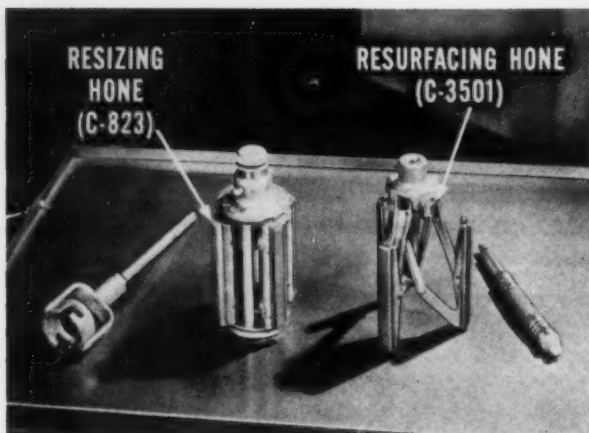


Fig. 1—Cylinder bore hones.



Fig. 2—Cleaning the stones before use.

## "Slant Six" Ring Service

**T**HERE are times when, regardless of the mileage on an engine, we are forced to replace the piston rings.

In some cases a new car owner cannot be convinced of the fact that most new engines frequently consume some oil during their early life and that this should be considered a normal part of the break-in process.

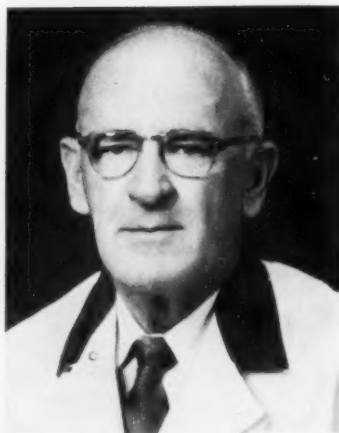
Fortunately, these cases are few and far between because all new engines should be driven long enough to allow the various parts to break-in or "seat" properly. Every effort should be made to convince an owner that it is not necessary to attempt to correct a new engine that is consuming a small amount of oil, as about 99% of them will correct themselves if given the opportunity. Furthermore, if repairs are made they still must go through a break-in period.

There is one thing which we must keep in mind when replacing piston rings, regardless of whether the engine is new or whether the odometer is on its second time around: that is, the proper reconditioning of the cylinder walls. This has been the subject of considerable study by service engineers and technicians.

If the cylinder walls are not properly reconditioned before the new rings are installed, the rings may not seat and form a good oil seal, or they may scuff the walls during the break-in period.

As a result of this study, new and

By **E. M. LOWERY**  
Technical Editor



improved techniques have been developed. The following procedures incorporate these new ideas (basing the job on Chrysler's "Slant Six" engine):

Selecting the hone (Fig. 1):

Used carefully, the cylinder bore resizing hone C-823, equipped with 220-grit stones, is the best tool for this job. In addition to deglazing, it will reduce taper and out-of-round as well as removing light scuffing, scoring or scratches.

While you won't get all these advantages in the cylinder bore surfacing hone C-3501, it will do a satisfactory job, too, if you use it correctly.

With either hone, light honing oil is essential to produce the required results. Don't use questionable substitutes.

Before you hone, cover the push rod holes and water jacket openings in the block with tape or other protective covering. Cover everything below the bores with clean, oil-soaked cloths to keep out dirt and grit. Turn the crankshaft so that it won't interfere with the hone at the bottom of its stroke in the cylinder you plan on honing. If you forget this, you could break the hone stones on the crank throws or counter-weights, and a broken stone will score the cylinder bore.

Scrub the hone stones in warm water and detergent to get rid of all the old oil and loose grit from previous jobs. A high degree of cleanliness now and in the operations that follow is essential to a good re-ring job (Fig. 2).

Give the walls of the first cylinder and the hone stones a generous coating of honing oil.

When using the resizing hone C-823 for resurfacing, set it for a light cut so a minimum of metal is removed.

Take smooth, even strokes the full length of the cylinder, but be sure the stones never extend more than half an inch out of the top or bottom of the bore. With this hone, a relatively slow 1/2" drill motor is used, so time your strokes so that you make about one complete up-and-down cycle each second. Stop after a few strokes, wipe the bore

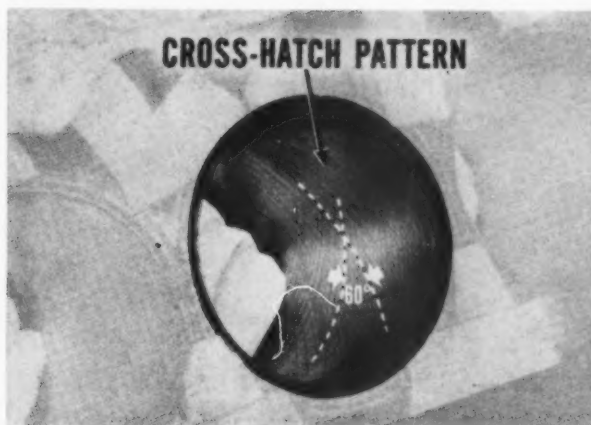


Fig. 3—Proper cross-hatch pattern.

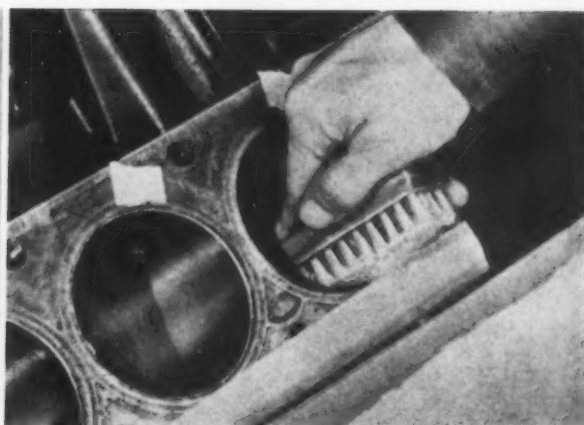


Fig. 4—Cleaning the cylinder bores.

clean and inspect the cylinder walls.

If your strokes have been made at the right speed, the hone marks will make a cross-hatch pattern with the lines crossing at about 60° (Fig. 3). If the included angle is too flat, you're stroking too slowly; if it's too steep, you're stroking too fast. You'll soon develop the right rhythm or "feel" for this.

Be sure to hone every bit of the cylinder wall surface. If necessary, take a few more strokes to clean up all low spots. But don't remove any more metal than you have to, or you may end up by having to fit oversize pistons. No more than a total of 20 strokes should be required to clean up the entire cylinder wall surface.

Don't take more than ten complete up-and-down cycles without stopping to inspect the walls again. Always squirt more honing oil on the cylinder walls and coat the hone with honing oil for each series of strokes.

**Caution:** Coarse, 60-grit stones are available for the C-823 resizing hone. These should never be used for resurfacing on jobs that are to be re-rung without fitting new pistons. If cylinder condition requires resizing and the fitting of oversize pistons, the 60-grit stones can be used for the resizing. However, 220-grit stones must always be used for the final or finishing operation.

Using the resurfacing hone C-3501:

Spring pressure plus centrifugal force keeps the stones of this hone in contact with the cylinder walls. Both hone speed and stone grit are important to good cylinder finish. Use a 1/4" drill motor rated at 2,000 rpm or higher and 280-grit stones. The use of a light honing oil is also essential to a satisfactory finish that

is free of chatter marks.

The resurfacing hone removes very little metal. However, it is important to remove enough metal to clean up the entire cylinder wall surface. It takes a little more time and patience to accomplish this with the resurfacing hone than it does with the resizing hone.

With the resurfacing hone it will take about 60 complete strokes to resurface the cylinder wall. Take 20 strokes to get the feel of the hone and to establish the stroking speed necessary to produce a 60° cross-hatch pattern. When using this hone it will be necessary to stroke the hone at a faster rate than is required with a resizing hone which is driven at slower speeds with a 1/2" drill motor.

Once the stroking speed is established, clean the stones, wipe out the cylinder bore with an oily rag and take 20 more strokes. Repeat this cycle until you've taken a total of about 60 strokes and the entire cylinder wall has a uniform finish.

**Bore and block clean-up (Fig. 4):**

To clean the bores, scrub each one with soap, warm water and a soft-bristled brush. Really bear down! You've got to get rid of every trace of foreign matter that might ruin the new rings. Don't use gasoline, kerosene or mineral solvents. These products won't remove grit

embedded in the walls. It will remain and cause scoring or be carried through the engine.

To be sure the cylinder walls are completely clean, wipe the cylinder with a clean white cloth. If the cloth remains clean, the bore is okay. If not, scrub it some more. When you are sure it's clean, coat the bore with SAE 10-W engine oil. Rust forms very rapidly on a freshly honed cast-iron surface.

After they are all done, remove the oil-soaked cloths from the rod journals. Don't pull them up through the clean bores. Clean the crankshaft and everything below the bores. Remember, grit is abrasive. Don't leave any behind to grind out the bearings.

**Parts clean-up and inspection:**

The need for absolute cleanliness applies to every step of the reassembly procedure, too. Thoroughly clean everything—oil pan, cylinder heads, rocker covers, oil strainer, pistons and rods, etc.—before assembling the engine. Don't take a chance on ruining a good job by leaving any sludge or abrasive behind to contaminate the oil and foul the new rings.

Soak pistons in solvent just long enough to loosen deposits. Remove stubborn carbon deposits by careful scraping. Don't use a power wire brush. You might damage the plated surfaces of the piston or the ring

## December: Chrysler's New Cranking Motor

How much do you know about Chrysler's new lightweight solenoid-operated gear reduction cranking motor? You will know a lot from thumbing pages here next month.

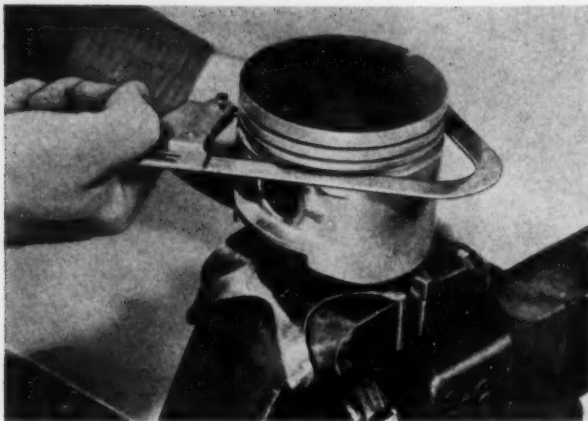


Fig. 5—Cleaning piston ring grooves.

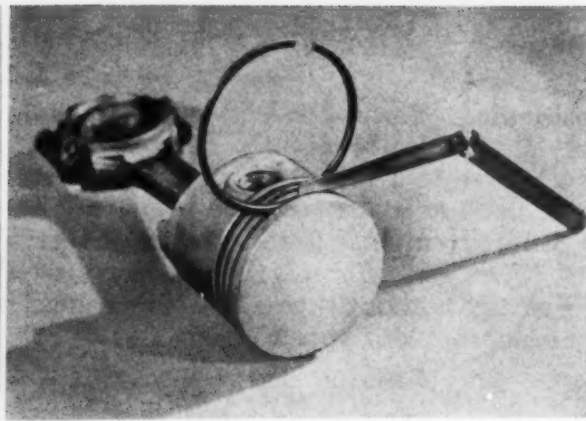


Fig. 6—Measuring piston ring fit.

lands (Fig. 5). If you have to scrape near the ring lands, take care not to round off the edges of the lands. Clean the grooves with a groove-cleaning tool of the right size. Then clean out the oil drain slots in the piston. Before installing the rings on the pistons, examine the pistons for damaged skirts or lands.

Here's one more point to watch for when you are measuring ring side clearance (Fig. 6):

The top groove in the piston may wear bell-mouthed and fail to support the top compression ring as it should. So hold the new top ring in the groove and try to push a .006" feeler gauge between the ring and the upper face of the groove. If the gauge goes in more than 1/16", the groove is worn too much. Replace any pistons with any of these defects.

Test the fit of each piston pin by clamping the connecting rod firmly in a soft-jaw vise and trying to rock the piston fore and aft. No perceptible rocking movement should exist in this direction. Don't confuse end

play—a straight and level sliding movement of the piston on the pin—with axial or rocking movement that indicates a loose pin. Replace any loose pins.

The instructions packed with every service ring set are complete and detailed. Take a minute or two to read all the information before you start. The following highlights are particularly important:

Before you install the rings, measure the ring end gap in the cylinder (Fig. 7). Use an inverted piston to push the ring down to a point less than two inches from the bottom of the cylinder, where the diameter is smallest. If you measure and fit the ring gap near the top of the cylinder, insufficient gap may result, and the ring could close up and break under operating conditions. The piston will keep the ring square with the cylinder walls. You'll find piston ring end gaps specified in the current service manual for the engine you're working on.

Put the new top and intermediate rings on the pistons with a ring-installing and removing tool. Be sure

it's the right size. This tool will keep you from damaging and distorting the rings. Stagger the ring gaps as described in the instruction sheet.

Engine reassembly tips:

Attention to detail is essential to a good ring job. The following assembly tips deserve special mention and attention:

Before installing the pistons, dip them in fresh, clean oil and use a ring compressor to compress the rings. Be sure the rings are seated in their grooves before tightening the compressor. Turn the crankshaft to center the rod journal with the cylinder bore. Use cap bolt protectors on the rod bolts to avoid scratching the rod journal or cylinder bore.

When installing the oil pan, tighten the bolts to the proper torque and in the proper sequence. On "Slant Six" engines, the oil pan should press firmly against the oil screen at the end of the oil pick-up tube. An interference fit here is essential.

The current oil pan rear gasket for the "Slant Six" engine has five prongs for more positive positioning. Early-production oil pans had only four holes to accommodate prongs, so you'll have to drill new holes in the flange of these pans to match the five-pronged gasket. A drilling template is included in the gasket set. Never cut off the prongs and try to use the gasket without them. You'll be asking for oil leak trouble if you do.

Use gasket sealer on the head gaskets and be sure the gaskets are carefully aligned when installing the cylinder heads. Tighten the head bolts to the specified torque in sequence, and when you've

(Continued on page 82)

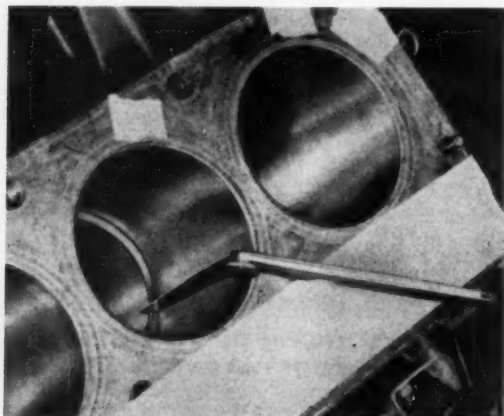


Fig. 7—Measuring the ring gap.

## 12 of 19 Southern States Run Ahead in Registrations

**T**WELVE of the 19 Southern and Southwestern states rolled ahead of the national average in motor vehicle registrations estimated for this calendar year by the Bureau of Public Roads.

Texas, with the greatest number of cars, trucks and buses for the two

regions, should run 2.9% higher this year than a year earlier, compared with the national average of 2.8%, the federal agency calculated.

Other states and their percentage rises included: Maryland, 4.5%; Mississippi, 4.3%; Alabama, 4.0%; North Carolina, 3.8%; Florida, 3.7%;

Georgia, 3.6%; Delaware, 3.5%; Oklahoma and Tennessee, 3.3%; Arkansas and New Mexico, 3.0%.

Trailing behind the national average increase were: Virginia, 2.7%; Kentucky, 2.4%; Kansas, 2.2%; Louisiana, Missouri and the District of (Continued on page 90)

STATE	AUTOMOBILES			TRUCKS AND BUSES			TOTAL MOTOR VEHICLES		
	REGISTERED 1960	ESTIMATED 1961	PERCENT INCREASE 1961 1960	REGISTERED 1960	ESTIMATED 1961	PERCENT INCREASE 1961 1960	REGISTERED 1960	ESTIMATED 1961	PERCENT INCREASE 1961 1960
Alabama	1,042,099	1,086,000	4.2	240,130	247,000	2.9	1,282,229	1,333,000	4.0
Alaska	59,109	64,000	8.3	21,786	23,000	5.6	80,895	87,000	7.5
Arizona	488,988	514,000	5.1	134,569	143,000	6.3	623,557	657,000	5.4
Arkansas	501,213	520,000	3.7	206,338	209,000	1.3	707,551	729,000	3.0
California	6,656,506	6,945,000	4.3	1,142,545	1,189,000	4.1	7,799,051	8,134,000	4.3
Colorado	714,821	745,000	4.2	209,638	218,000	4.0	924,459	963,000	4.2
Connecticut	979,143	1,012,000	3.4	128,210	129,000	0.6	1,107,353	1,141,000	3.0
Delaware	143,192	148,000	3.4	49,042	51,000	4.0	192,234	199,000	3.5
Florida	2,048,664	2,131,000	4.0	318,514	323,000	1.4	2,367,178	2,454,000	3.7
Georgia	1,221,538	1,267,000	3.7	290,580	299,000	2.9	1,512,118	1,566,000	3.6
Hawaii	199,925	214,000	7.0	31,133	32,000	2.8	231,058	246,000	6.5
Idaho	256,253	263,000	2.6	118,676	123,000	3.6	374,929	386,000	3.0
Illinois	3,311,975	3,394,000	2.5	464,104	468,000	0.8	3,776,079	3,862,000	2.3
Indiana	1,682,769	1,719,000	2.2	363,533	360,000	-1.0	2,046,302	2,079,000	1.6
Iowa	1,072,453	1,094,000	2.0	252,939	259,000	2.4	1,325,392	1,353,000	2.1
Kansas	874,831	890,000	1.7	288,583	299,000	3.6	1,163,414	1,189,000	2.2
Kentucky	950,622	974,000	2.5	246,910	252,000	2.1	1,197,532	1,226,000	2.4
Louisiana	942,091	963,000	2.2	234,419	237,000	1.1	1,176,510	1,200,000	2.0
Maine	300,595	310,000	3.1	73,723	74,000	0.4	374,318	384,000	2.6
Maryland	1,006,699	1,055,000	4.8	148,352	152,000	2.5	1,155,051	1,207,000	4.5
Massachusetts	1,566,594	1,618,000	3.3	196,719	198,000	0.7	1,763,313	1,816,000	3.0
Michigan	2,893,419	2,956,000	2.2	412,906	405,000	-1.9	3,306,325	3,361,000	1.7
Minnesota	1,305,878	1,339,000	2.5	285,501	288,000	0.9	1,591,379	1,627,000	2.2
Mississippi	528,067	549,000	4.0	195,109	205,000	5.1	723,176	754,000	4.3
Missouri	1,418,287	1,439,000	1.5	344,925	359,000	4.1	1,763,212	1,798,000	2.0
Montana	261,332	266,000	1.8	119,804	123,000	2.7	381,136	389,000	2.1
Nebraska	555,377	567,000	2.1	178,161	184,000	3.3	733,538	751,000	2.4
Nevada	134,188	140,000	4.3	40,341	43,000	6.6	174,529	183,000	4.9
New Hampshire	209,808	217,000	3.4	46,535	46,000	-1.1	256,343	263,000	2.6
New Jersey	2,123,014	2,198,000	3.5	278,048	283,000	1.8	2,401,062	2,481,000	3.3
New Mexico	338,440	347,000	2.5	119,724	125,000	4.4	458,164	472,000	3.0
New York	4,513,719	4,579,000	1.4	553,293	564,000	1.9	5,067,012	5,143,000	1.5
North Carolina	1,380,833	1,433,000	3.8	339,453	352,000	3.7	1,720,286	1,785,000	3.8
North Dakota	232,273	235,000	1.2	112,823	118,000	4.6	345,096	353,000	2.3
Ohio	3,634,751	3,746,000	3.1	452,021	458,000	1.3	4,086,772	4,204,000	2.9
Oklahoma	881,557	908,000	3.0	301,993	315,000	4.3	1,183,550	1,223,000	3.3
Oregon	742,487	775,000	4.4	176,666	178,000	0.8	919,153	953,000	3.7
Pennsylvania	3,725,632	3,814,000	2.4	561,266	580,000	3.3	4,286,898	4,394,000	2.5
Rhode Island	302,713	311,000	2.7	37,885	38,000	0.3	340,598	349,000	2.5
South Carolina	721,650	734,000	1.7	157,303	155,000	1.5	878,953	889,000	1.1
South Dakota	255,721	258,000	0.9	98,623	102,000	3.4	354,344	360,000	1.6
Tennessee	1,070,432	1,108,000	3.5	236,578	242,000	2.3	1,307,010	1,350,000	3.3
Texas	3,534,351	3,620,000	2.4	922,311	966,000	4.7	4,456,662	4,586,000	2.9
Utah	331,786	345,000	4.0	85,433	90,000	5.3	417,219	435,000	4.3
Vermont	122,123	124,000	1.5	29,853	30,000	0.5	151,976	154,000	1.3
Virginia	1,196,043	1,231,000	2.8	228,128	233,000	2.1	1,424,171	1,464,000	2.7
Washington	1,112,113	1,145,000	3.0	264,629	273,000	3.2	1,376,742	1,418,000	3.0
West Virginia	478,306	485,000	1.4	122,243	123,000	0.6	600,549	608,000	1.2
Wisconsin	1,332,488	1,360,000	2.1	267,675	265,000	-1.0	1,600,163	1,625,000	1.6
Wyoming	140,461	145,000	3.2	66,508	69,000	3.7	206,969	214,000	3.4
Dist. of Col.	184,536	188,000	1.9	21,425	22,000	2.7	205,961	210,000	2.0
Total	61,683,865	63,488,000	2.9	12,217,606	12,519,000	2.5	73,901,471	76,007,000	2.8

1/ These estimates were made by the Bureau of Public Roads on the basis of State reports of motor-vehicle registrations in the early months of 1961, and information available on current trends, motor-vehicle production, and other factors. They include both privately-owned and publicly-owned motor vehicles, except those owned by the military services. Registrations shown in 1960 are from table MV-1, 1960.

# Front-End Success

By JOHN M. YANCOWSKY

Owner, Johnny's Garage, Washington, D. C.

**W**E SAVE our customers money by catching defects early.

Every car that rolls in here gets a complete 30-minute inspection.

Every car is put on the rack.

Wheels are shaken and worn parts searched for in the undercarriage. On late-model cars we look particularly for wear in lower and upper ball joints and check to see if torsion level is set right. We inspect for tight tie-rod ends, proper steering adjustment, camber and caster set right. In older-model cars we look especially for worn kingpins and bushings, tie-rod ends, upper and lower control arms. We look for out-of-balance wheels. We check tire wear.

Every car that comes in here has a front wheel and rear wheel pulled for lining inspection. We do not want to wait until our customers wear down their brake linings and score the drums. Our aim is to keep their cars in good, safe running condition.

This is what we find: nine out of ten cars need a front-end and wheel alignment. Nine out of ten

need a wheel balance job. Three out of ten need brake, wheel cylinder and drum turning jobs. This is a sizable volume that keeps me and two mechanics busy full-time daily, bringing a \$4,000 volume monthly in front-end, wheel balancing, brakes, and lights.

Six months ago in our prior location we were hitting \$3,000 a month and needed expanded facilities. Now we are located on a very busy thoroughfare doing a capacity business in a shop that accommodates ten cars at a time.

As I said above, all cars are checked out on the front-end rack, gauges applied, lights checked, wheels pulled and wheels shaken.

The average driver comes in with a feeling that some minor adjustment is necessary. The following is typical: a car pulled in and the driver thought he needed a brake adjustment, a little brake fluid for a softening pedal. We gave his car a complete 40-minute inspection because we were immediately aware on handling his car that more was needed than he suspected.



Every car gets a lights checkup during a 30-minute inspection at this shop.

We found brakes ruined from a leaking wheel cylinder, drum needed to be machined down and new brake linings. Knowing the customer from his previous visits to our shop, we telephoned him and kiddingly began, "Are you sitting down? We've got bad news for you."

We reported what we had found and told him it would cost \$38.

"But you'll drive a safer car out of here than you brought in," we assured him. The job was ours, precisely as we recommended it should

*(Continued on page 88)*

John M. Yancowsky, shown here checking tires for wear, says nine out of ten cars need front-end alignment.



His wheel-balancing department benefits greatly through his program of checking for potential work.



# Set for 'Heavies'

Shop volume has been picking up steadily since L. J. Herring Implement Co. moved from its downtown Wilson, N.C., location to the outskirts at a junction along ever-busy U.S. 301.

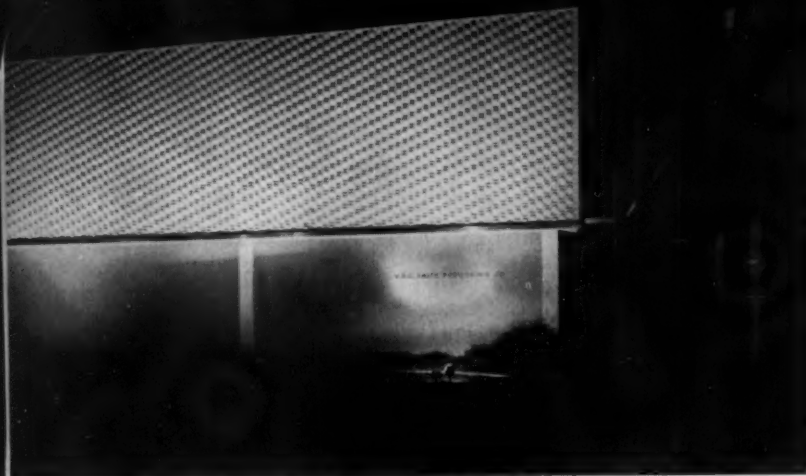
And well it might, too, because of the extremely modern and well-equipped shop, two views of which appear at the right. The commodious shop, measuring 184' by 70', has doors amply high to take any tractor, while trailers can be left hitched while resting on the spacious parking apron.

Note the row of natural-gas-fired ceiling fixtures which supply ample heat.

The facilities include air-conditioned offices and showroom for this firm, which has represented International Harvester since 1922 under the direction of President L. J. Herring. An air-conditioned driver lounge, equipped with TV, radio and comfortable chairs, was erected adjacent to the shop. Music is "piped" constantly inside and outside the entire building.

W. C. "Bill" Herring is vice president.



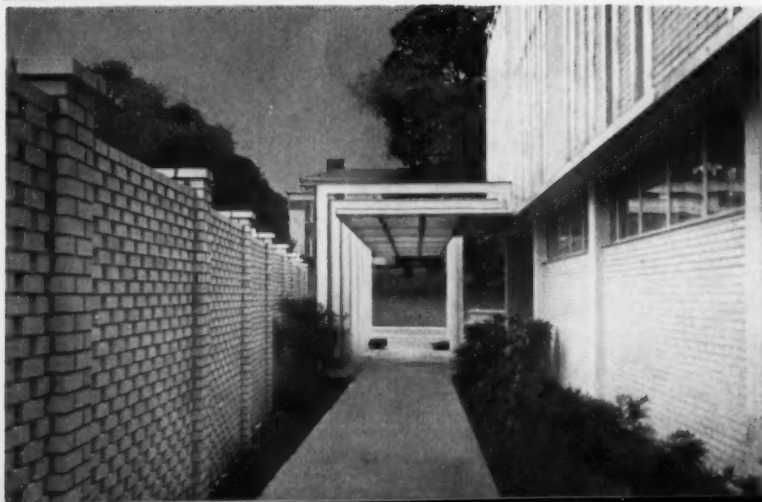
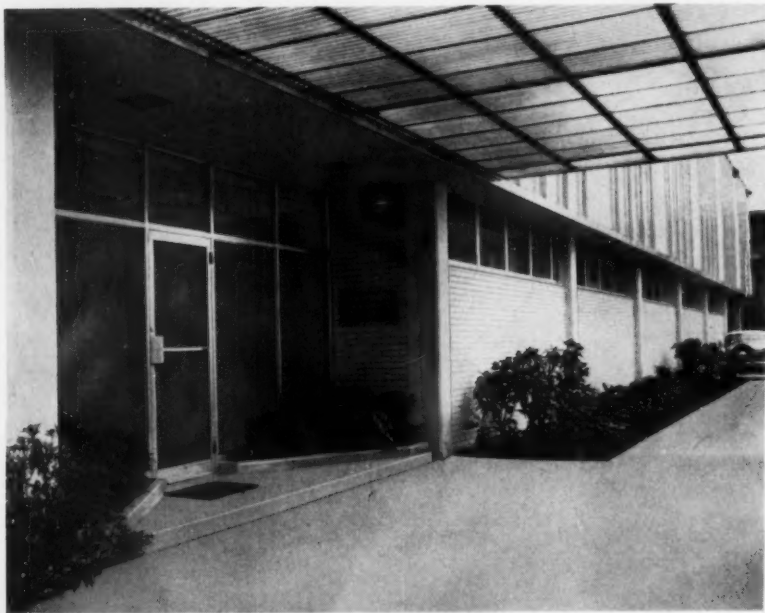


1760

This is a night-time view of the two-story, 16,000-square-foot building in the rapidly industrializing Peachtree Road section of Atlanta's North Side.

## SAJ's New Home

Below: The view as you approach the entrance alongside the building from Peachtree Road. Dead ahead appears one car in the big employe parking area. Bottom: Looking toward the front entrance from the employe parking section.



## Modern and Streamlined for Publishing

**S**OUTHERN AUTOMOTIVE JOURNAL, its roots dating back to 1921, has now moved into its own home. So have the seven other publications of W.R.C. Smith Publishing Co.

A critical eye was cast over the latest and most modern buildings of other publishers before blueprints began squiggling into shape the 16,000-square-foot, year-'round air-conditioned plant with its two floors of brilliant lighting and tasteful decorations, including restfully-colored carpeting and walls.

It was in 1905 that a man with a full belief that the South would some day be big industrially and economically undertook to publish *Southern Engineer* and *Practical Machinist*. Setting up shop in a one-room office in downtown Atlanta, W.R.C. Smith worked and prospered.

His two publications grew to three and when he died in 1941 the company bearing his name counted five successful titles. The organization occupied almost two full floors in the Grant Building.

The firm continued to expand under the leadership of William J. "Bill" Rooke, the president and former business manager of *SOUTHERN AUTOMOTIVE JOURNAL*, and Richard P. "Dick" Smith, the executive vice president. By 1948 there were six publications and larger space was needed, so the company moved north a mile and a half on Peachtree Street.

By last year it was obvious that nothing less than a plant of their own would suffice for the now-eight journals. The new home and its functional offices are situated at 1760 Peachtree Road, N.W., on the exact site where Major Howell's battery protected this part of Atlanta in 1864.

A field force of scores of editorial and advertising representatives channels its work into these headquarters from the major cities of the nation. The editorial staffs operate chiefly in the Southern states.

Photographs displayed here portray only small areas of the facilities. Readers, advertisers and other friends are invited to visit the new home.

Put this on your agenda the next time you're in the mushrooming city of Atlanta!



Above and above at right: The south and north upstairs sections are arranged so that secretaries are situated outside the offices of the various editors and business managers. Vertically-latticed blinds control outside light.

Right: A portion of the main-entrance reception area for visitors. The receptionist's desk, outside of the camera range, is at right, as is the carpeted upstairs stairway.

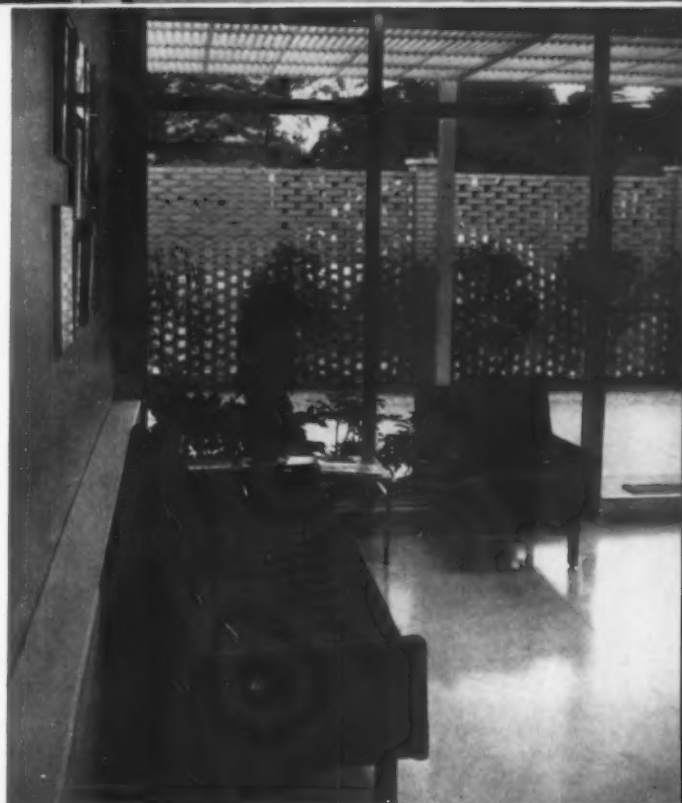
SAJ first saw printer's ink in 1921 under the name SOUTHERN AUTOMOTIVE DEALER. Less than a decade later it merged with another industry publication under the name known today to its circulation list of 40,000.

Other journals of W.R.C. Smith Publishing Co. are "Electrical South," "Textile Industries," "Southern Hardware," "Southern Building Supplies," "Southern Power & Industry," "Southern Farm Equipment" and "Lighting."

Each has its separate staff of editorial and advertising specialists.

Below: A part of the upstairs visitor reception lounge. Note the artificial (but life-like) ever-green garden planted in a bed of clean, rounded river rocks. This garden extends to right to help decorate the staircase.

At right below: This is the sales promotion and research office, with department head's office at the right. Most offices are alike, except for more commodious spaces assigned to the board chairman and president of Smith Publishing Co.





Harold Cordes has held a job at Hoffman Buick in Kansas City, Mo., for 15 years, despite an arm amputated below the elbow.

## Handicapped Fill the Gap

**"W**E'RE snowed under all the time," remarked a diesel mechanic when asked about business at his garage near Baldwin, Kan.

Such a statement might not seem out of the ordinary, but this mechanic is blind, yet is doing a booming repair business in tractors and trucks at his garage on his farm near Baldwin. The mechanic is Caspel "Cap" Russell and he is but one of several handicapped persons in Kansas and Missouri who have been trained in two trade schools in Kansas City, Mo., and have become successful in their vocations.

Another blind mechanic is James Stewart, who has a small garage at 6118 Eby Street in a residential neighborhood in Merriam, Kan. He specializes in the intricate work of transmissions and brakes but sometimes takes on other chores such as tractor engines.

Both men are examples of persons

By **DONALD J. SORENSEN**

who have overcome a tremendous handicap to make a living and excel in a field that demands a deft touch. And everyone knows the continuing scarcity of trained mechanics.

Russell has had his own shop since March 1961 and a welfare worker says he is "doing more diesel repair business than a farm equipment dealer in Baldwin."

"I specialize in diesel tractors," said "Cap," "but occasionally I get a gas burner and also work on trucks. All my work is with the local people in the farming area around here."

Russell has very slight vision and can distinguish between light and dark, but legally he is blind. His blindness was gradual and took place over several years. He had been a mechanic, but when his sight

began to fail he enrolled in a diesel course at the U. S. Trade School in Kansas City. He created quite a sensation there with a perfect score in his final exam—only the third person in nine years to make 100 and the first blind student to do so.

When he was graduated, he went to work for a farm equipment dealer in Baldwin before opening his own business. He was able to get a good start because many of his customers continued to bring work to him and, as satisfied customers, they passed the word around about his ability. Now he is "snowed under."

Stewart went to the Stevinson Auto & Electrical School in Kansas City, which has an impressive record over the last quarter century for helping handicapped persons learn an automotive trade. Stewart was blinded from an injury suffered when working with explosives. Having talent as a mechanic, he went to

the trade school and after his graduation he was placed in a garage.

He always dreamed of a shop of his own and the opportunity finally came to acquire a small building. With help from the state welfare agency, he was able to get a start in business and has been in operation since March 1960. Helped by his wife, he manages to keep busy in what has become somewhat of a family operation.

Among his regular customers is the Lloyd H. Jordan Construction Co., which has a fleet of two cars, three trucks, three tractors and some farm machinery. Jordan's son said Stewart has a way with a car that is little short of magic.

The Stevinson school is one of the leading automotive schools in the country for working with handicapped persons. C. H. Stevinson, president of the school, said that since 1935, when the first handicapped persons were enrolled, at least 4,000 have graduated and are working over the nation in automotive, electrical and appliance fields.

Stevinson has gained wide recognition for his work with these persons and has frequently said, "I'll get a job for them if I have to walk the streets to do it." The school has a placement service for its graduates. Stevinson has been awarded a citation by the President's Committee on National Employ the Physically Handicapped Week and has served as president of Region VI of the National Rehabilitation Association.

During World War II the school trained 1,000 handicapped persons to work in the North American Aviation Corp.'s plant in Kansas City. Stevinson can cite a long list of persons who have become successful. Two blind men in Denver, for in-

stance, specialize in automatic transmission work.

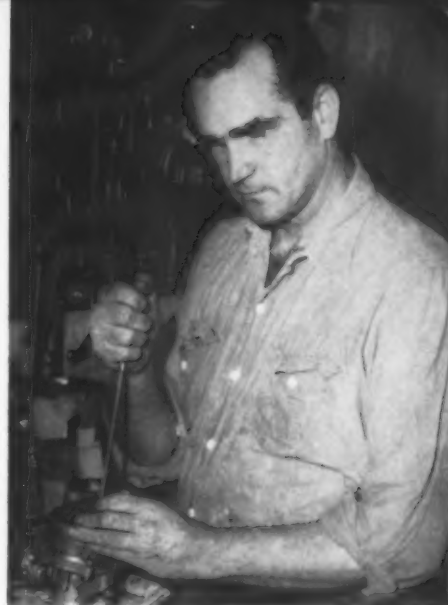
During and after World War II, the school had a great rush of students who had suffered war wounds. One of these was Harold Cordes, who had his right arm amputated below the elbow and now wears a hook. He took a body and fender and a painting course at Stevinson's and has been working at Hoffman's Buick dealership in Kansas City for 15 years.

Raymond Graber is another Stevinson graduate. Nearly blind, he can only distinguish hand movements, yet he works as a subassembler in rebuilding generators for the General Armature Mfg. Co. plant in Kansas City, Kan. He has had the job nearly three years and hasn't missed a day of work.

"I assemble bearings and driveins and use an air press and an air screwdriver," he said. "We get most of our materials ourselves from bins. I also put on field coils in the housing and connect terminals and tighten down pole shoes with an air impact wrench. I have to gauge the housing and then test it electrically. This is hooked up with a buzzer so if it shorts out the buzzer sounds and I know it is not right."

The U. S. Trade School does not specialize with handicapped workers so much, but it also has an enviable record for helping persons in need of rehabilitation. This school, headed by a woman, Miss Illeana Littrell, is said to be the largest diesel school in the country. She said that several hundred physically handicapped persons have taken courses at the school and are now making a living as mechanics.

One of its prize graduates is Kenneth Asbridge, who is "100% blind."



James Stewart is shown working on a carb in his own garage near his home in Merriam, Kan. Some of his tools can be seen on the wall behind him, arranged within easy reach of a blind man.

He is a mechanic for the Eugene Scheer garage in Garden City, Kan. Asbridge lost his sight when he was about 25 years old and for a time the only employment he could get was janitorial work. Having a liking for mechanics, he finally decided to try the trade school.

After his graduation, his rehabilitation counselor placed him in an independent garage. After about three weeks, the counselor dropped around to see how he was doing. The owner was very enthusiastic and said, "I could whip you around the block for not bringing this man to me sooner."

There are others. Fred Henry lost  
(Continued on page 86)

Working entirely by "feel," Kenneth Asbridge, a blind mechanic, is shown on a brake job at a trade school. His sense of touch enables him to do the job.



Caspe "Cap" Russell works on a diesel engine in a trade school while an instructor and another student watch. His deft touch doesn't indicate he's blind.



## AUTOMATICS:

# \$50,000 Annually

**R**EFUSAL to do any patch-up job and then guarantee the complete job performed are the basis used by Killebrew's Garage, Victoria, Texas, to build a \$50,000 annual automatic transmission business.

The specialty has produced an increase in volume every year since the management began to promote it about five years ago, and last year showed the greatest increase of all.

"That, to us," declared Milton Killebrew, co-owner and automatic transmission specialist, "is rather definite proof that there is a place for the independent garage owner who wants to specialize in automatic transmissions and is willing to take the necessary steps to prepare himself for the specialization, in spite of the growth of transmission exchange shops."

The garage is owned by Milton Killebrew and his father, J. A. Killebrew. The son manages the trans-



J. A. Killebrew keeps "on top" of the automatic transmission business.

mission section of the business, while his father handles general repairs. Total shop volume is about \$80,000 annually.

"For a short time we stocked exchange transmission units for customers who were in a hurry for their cars and wanted us to use a rebuilt unit rather than repair theirs,

but the plan did not work out satisfactorily," Killebrew said.

"We got so many comebacks that we had to discontinue stocking the rebuilt units. Along toward the last, at least 50% of these exchange jobs came back as unsatisfactory. And this not only was harsh on profits but it was bad for our reputation. The main trouble was that the rebuilt exchange units had set so long that the valves stuck."

The only exchange units the garage now handles are those it rebuilds right in the shop. The owners try to keep a few on hand to meet any rush demand for transmission service, but they do not encourage the general utilization of the exchange plan.

When the management does sell a customer a rebuilt unit, it then takes his old one, rebuilds it and shelves it for exchange, thus keeping a revolving small stock.

"But we don't particularly like the idea, even if we do use our own rebuilt exchange units," Killebrew said. "We prefer to rebuild or repair the customer's. It works out much more satisfactorily for him."

The most effective single thing the management does to build automatic transmission business is its flat  
(Continued on page 84)

Seems that this shop promotes "automatic" service, doesn't it?





Air-conditioning sales and service have proven to be big builders of profitable volume in the shop of a Buick-Chevrolet dealership in the small Texas town of Weimar. Here Foreman John Sassin (right) checks freon in this unit.

## In Town of 2,006 People — \$25,000 a Year Volume from Air Conditioning

Dealerships and other automotive outlets get a commission for sending into the Brasher shop any prospects for sales and service on air conditioners.



— By —  
RUEL McDANIEL

WHEN a customer drives his car into the service department and tells the service salesman that his air conditioner needs freon, the serviceman who gets the call possibly pours in freon and lets it go at that.

If he does, he is performing a poor air-conditioning service and he cannot expect to build up an air-conditioning business, according to the experience and record of Brasher Motor Co. (Buick-Chevrolet), Weimar, Texas—a community of 2,006 people.

"It is so easy for the serviceman to pour in more freon and take the customer's word that that is all that is needed," explained Henry Brasher, co-owner of the company with his brother, Francis.

"Actually, we have found that in approximately 50% of the instances when the customer said his conditioner needed freon, something else was wrong with the unit and it needed additional service."

Recognizing this situation and convincing the mechanics of the importance of checking out air conditioners, regardless of what the car owner says is wrong, has been a major factor in building an air-conditioning volume of about 100 new units a year and a service business of around \$25,000.

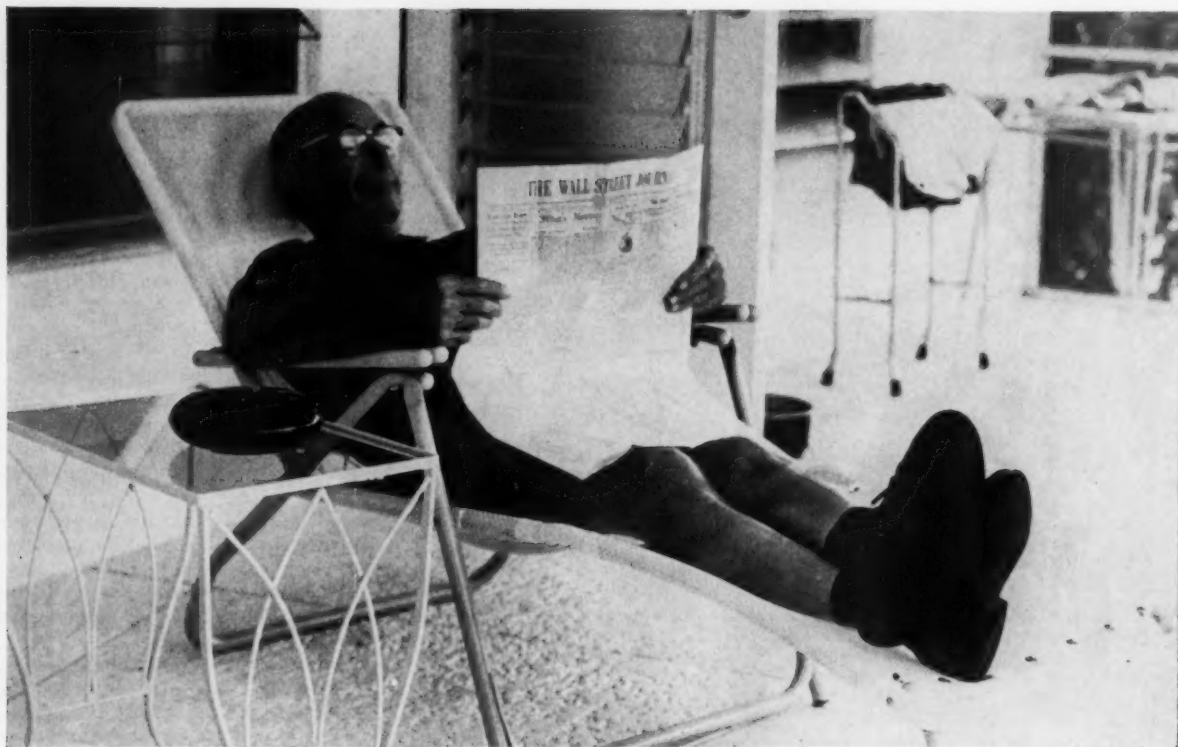
The air-conditioning service department is in a separate building from the main service department, mainly because of lack of space in the main building, and two full-time mechanics, including Foreman John Sassin and a helper, keep busy servicing and installing car air conditioners.

The company has operated its air-conditioning service for more than ten years. The mechanics work on commission, with 55% going to them. The helper works on a flat monthly salary.

"Most of our business is with regular customers," Sassin said, "and we feel that the reason they keep coming back when something goes wrong with their conditioners is because we check out every job to make certain that it is performing properly before we allow the customer to drive away."

For instance, recently a customer drove in a 1957 Buick. "I just need a little freon," he said. "Car's not cooling off as it should."

(Continued on page 80)



Comfort, at last, with *The Wall Street Journal*. But it won't last; a luncheon date or golf will interfere.

# The Rigors of Retirement

## —Just a Lot of Tough Decisions

By BILL ABBOTT

VERY obviously, this is a tongue-in-cheek report, with perhaps some little exaggeration, but it intends to point up the really rough rigors of retirement that some automotive executives must tolerate.

Vernon A. Dupy, former general sales manager of United Motors Service Division of General Motors, is a classic example of this predicament which modern business practice is now forcing upon its most successful management representatives.

At his home in Pompano Beach, Fla., he recently told of its pitfalls and perplexities to answer the often asked question:

"What's it like to be retired?"

"There's nothing like it," is his succinct reply.

Even though he is unable to describe it in a single phrase, whatever it is couldn't have happened to a nicer, friendly, warm, human guy.

Literally, after 40 years of the challenge and excitement of constant problems and pressures, he went to his paneled, carpeted office one morning and found he had no job.

And the ironic thing is that Dupy had only long-outstanding achievements to blame. He had grown with the company since a youth through tough zone manager assignments at New Orleans, St. Louis, Cleveland, Pittsburgh, Detroit and other cities. He had charge of the company's big tank modification operation at Lima, Ohio, during World War II. After that he was central sales manager for the midwestern third of the country, then general merchandising manager and general sales manager.

Dupy sold a lot of automotive parts and equipment in his years,

made and saved his company a lot of money, but that did not ultimately stave off retirement. When the time came, he was out.

He was out so quickly that he had only 30 days to pack up, sell his home and look for a new one. Fortunately, he and Mrs. Dupy, anticipating such a contingency, had decided on Florida for their future. Their sons, Vernon M. and Don A. Dupy, were there, building an expanding automotive parts business at Miami, and grandchildren were coming along. Besides, Florida has an inviting climate.

But they had no home. It took them all of two weeks of intensive searching to find an appropriate place to live, just 30 miles north of Miami by the new Florida Turnpike, within sight of the Atlantic Ocean, which is connected with their back yard by a palm-lined waterway. The landscaping and flowers are beautiful. The house is large,



Feeding cheese to fish is one of the daily arduous duties in retirement of ex-GM executive Vernon Dupy at the private dock of his home at Pompano Beach, Fla.



Mr. and Mrs. Dupy find a few moments of relaxation in retirement to pose by their screened patio pool, surrounded by a lovely subtropical landscape in Florida.

airy and cool. It has many conveniences. A former owner, for example left behind a sizable bar, camouflaged in the paneled walls as a bookcase.

An exterior entrance to every room and all other appointments are equally thoughtful.

In the rear, the home opens onto a large tiled and screened patio surrounding a king-size swimming pool with a colorful nautical design on its bottom and artificial water flowers floating on its surface.

Beyond that is Dupy's 22' cabin cruiser, with outrigger fishing gear

straining at its moorings in the waterway. Modestly, the cruiser doesn't have a name, only a number.

The dock is usually surrounded by a school of hungry fish, but Dupy makes no attempt to catch them. Instead, he feeds them. In some way he discovered that they like cheese. So, the feeding of cheese to the fish has become a daily chore and a ritual of retirement.

Dupy also has other daily rituals. He finds them useful in his efforts to cope with the nagging problems of his new life in which decisions

become onerous. Every morning, for instance, he is compelled to decide whether he will go to "work" at Patten Sales Co., his sons' business in Miami, or go fishing.

This, like other similar puzzlers, requires extensive mental exercise involving such imponderables as sea temperature, barometric pressure, the current mood of sailfish, kingfish, marlin or other tackle busters, and whether there is actually anything needing immediate attention in Miami.

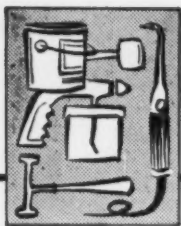
As often as not, Dupy will try to  
(Continued on page 68)

Dupy poses on the lawn of his Atlantic seaboard home. His swimming pool and boat dock are in the rear.



His 22' cruiser is moored within sight of the ocean—only a few minutes from good fishing reefs.





## BODY SHOP OPERATIONS

# Aligning F-85's Body

By E. M. LOWERY  
Technical Editor

**I**T CAN mean a mighty lot if you know how to align the bodies of some of the increasingly popular "compacts."

For our study this time, let's tackle the F-85.

### Body construction:

The over-all rigidity of the integral body construction is drawn from each of the individual metal components which, when welded together, comprise the body shell assembly. The floorpans and rail assemblies forming the underbody area incorporate attachment provisions for the power train and the suspension systems.

The underbody, therefore, contributes the greatest amount of strength to the body assembly. This type of integral construction eliminates the conventional independent chassis frame and has become known as the "unitized" type of body construction.

### Alignment checking procedure:

The underbody assembly is comprised of side rails, cross rails, floorpan cross bars, inner and outer rocker panels and other floor panel components. The underbody is of all-welded construction. Misalignment in the underbody can affect fit of doors and rear compartment lid.

Most important, however, under-

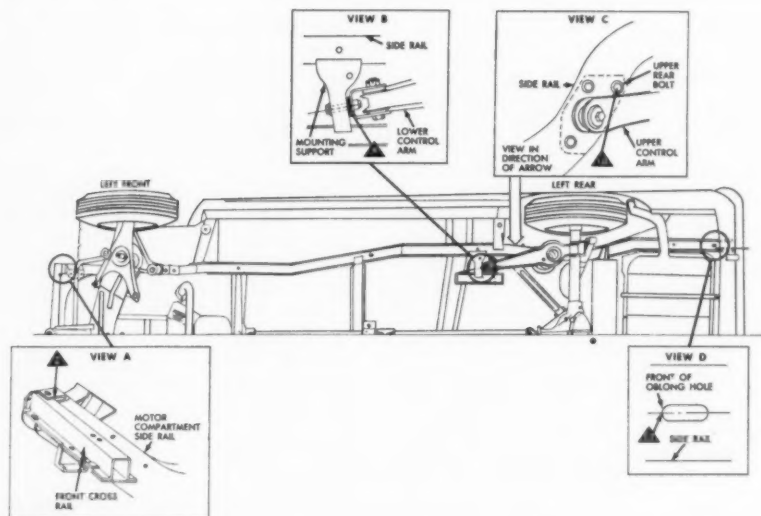
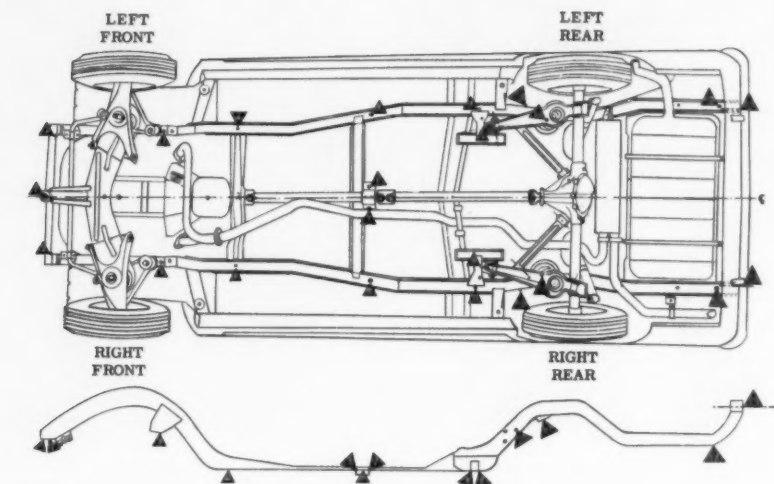


Fig. 1—Location of underbody alignment reference points (consisting of 1-A at the top and 1-B shown just above).

body misalignment can influence the suspension system, thereby causing many of the problems that arise from a suspension misalignment. Underbody misalignment in the area of the driveshaft center support bearing may also adversely affect driveshaft alignment.

Underbody alignment, therefore, should be exact to within plus or minus 1/16" of the specified di-

mensions.

In the event of extensive collision damage, major underbody repairs may be required to re-establish proper alignment. Extensive collision damage may include twist, side-sway, complicated sags or a combination of these conditions in the underbody area.

In some cases, it may be determined that the most practical

method of repairing the damage is to employ a frame-straightening machine and a qualified operator. A frame machine offers a variety of controlled pushing and pulling operations as well as accurate frame centering and leveling gauges which are especially helpful in checking the conditions described above.

To assist in checking alignment of the underbody components, repairing minor underbody damage or locating replacement parts, the following underbody dimension and alignment checking information is presented:

#### Body tram gauge:

An accurate method of determining the alignment of the underbody utilizes a measuring tram gauge. The tram gauge required to perform all recommended measuring checks properly must be capable of extending from a length of approximately 12" to a length of 90".

Dimensions shown in the upper portion of the underbody dimension chart are calculated on a horizontal plane parallel to the plane of the underbody. Precision measurements can be made only if the tram gauge is also always parallel to the plane of the underbody. This can be controlled by setting the vertical pointers on the tram gauge according to the dimensions shown in the lower portion of the underbody dimension chart.

At least one of the vertical pointers on the tram gauge must have a minimum reach of 17".

A proper tramping tool is essential for analyzing and determining the extent of collision misalignment present in the underbody construction.

#### Alignment reference points:

Fig. 1 shows the specified reference points used in making underbody measurements. Dimensions to gauge holes and other unthreaded holes are measured to dead center of the holes and flush to the adjacent surface metal.

Following is a description of the specific body reference points for the horizontal and vertical dimensions:

1.—Center of hole in front cross rail for front cross member front center attaching bolt (front sus-

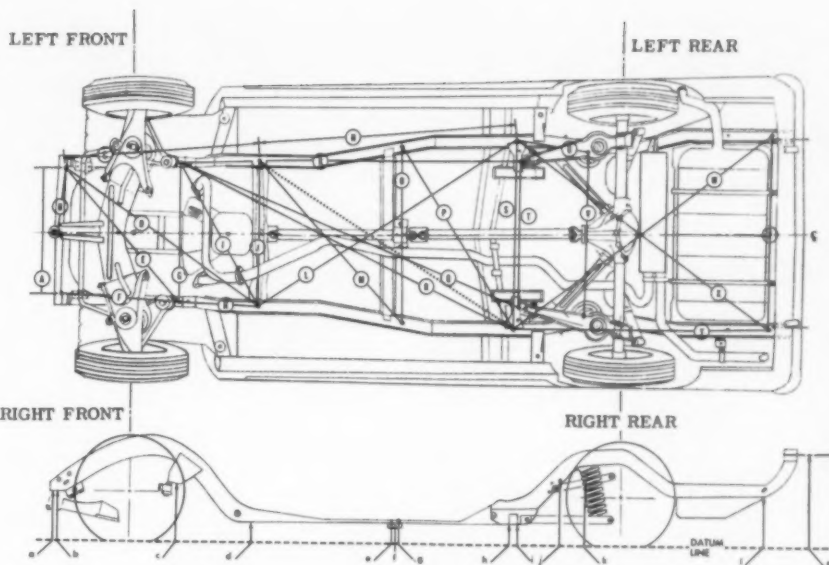


Fig. 2—Underbody alignment reference dimensions.

### Alignment Dimension Chart

#### Horizontal:

Fig. Ref.	Dimension (inches)	Ref. Point	Ref. to Point
A	28-29/32	2	2
B	14-15/32	1	2
C	48	2	4 (either side)
D	56-5/8	2	4 (same side)
E	40-5/8	2	3 (Opp. side)
F	27-23/32	2	3 (Opp. side)
G	31-5/32	3	3 (same side)
H	20-9/32	3	4 (same side)
I	37-3/16	3	4 (Opp. side)
J	31-5/32	4	4
K	81-29/32	3	9 (same side)
L	69-1/2	4	8 (Opp. side)
M	47-15/16	4	6 (Opp. side)
N	59-7/8	4	8 (same side)
O	37-27/32	6	6
P	47-3/32	6	8 (Opp. side)
Q	87-23/32	3	9 (Opp. side)
R	88-19/32	3	8 (Opp. side)
S	40-1/8	8	8
T	31-21/32	9	9
U	17-23/32	8	11 (same side)
V	37-1/32	11	11
W	69-23/32	8	12 (left side)
X	68-15/16	8	12 (right side)
Y	55-7/8	8	12 (same side)
Z	42	12	12

### December: Chores on Buick Special

Ed Lowery will breeze next month through the Buick Special, covering the proper procedure in the rear compartment lid and rear door aligning/adjusting.

pension removed).

2.—Rear edge of front cross rail at point of contact with inboard facing of motor compartment side rail. See view "A" in Fig. 1.

3.—Center of 3/4" diameter gauge hole in lower horizontal surface of front suspension rear support bracket (just rearward of front

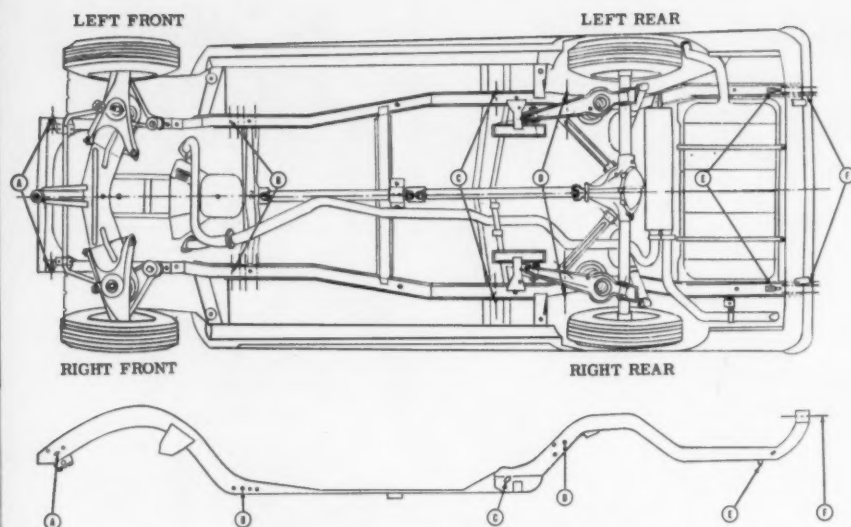


Fig. 3—Centering gauge attaching points.

## Alignment Dimension Chart

### Vertical:

Dimension Datum Line  
Fig. Ref. (Inches) to Ref. Point

a	12-1/2	1
b	12-7/16	2
c	14-3/8	3
d	6-1/16	4
e	7-3/32	5
f	6-1/16	6
g	9-9/16	7
h	6	8
i	6-1/32	9
j	14-11/16	10
k	16-13/32	11
l	10	12
m	18-21/32	13

cross member rear attaching point on each side of car).

4.—Center of 5/16" diameter gauge hole in bottom surface of each motor compartment side rail (located in area of transmission rear cross member attaching bolt holes).

5.—Center of left attaching bolt hole for driveshaft center bearing support (driveshaft, bearing and support removed).

6.—Center of 5/16" diameter gauge hole in bottom surface of side rail (located directly opposite the center of the driveshaft center bearing support).

7.—Center of right attaching bolt hole for driveshaft center bearing support (driveshaft, bearing and support removed).

8.—Center of 5/16" diameter gauge hole in bottom surface of rear

compartment side rail (located outboard of the forward attaching area of the rear axle lower control arm).

9.—Lower rear edge of rear suspension mounting support, directly below center of rear axle lower control arm front support bracket attaching bolt hole. See view "B" in Fig. 1.

10.—Center of rear axle upper control arm upper rear attaching bolt hole on outboard side of rear compartment side rail. See view "C" in Fig. 1.

11.—Center of hole in rear spring upper mounting plate (on rear compartment side rail).

12.—Center front edge of oblong hole in bottom surface of rear compartment side rail (located slightly forward of rear end lower panel). See view "D" in Fig. 1.

Note: Reference point "12" in left side rail (gas tank filler neck side) is 1-5/16" farther from body centerline than reference point "12" in right side rail (tailpipe side).

13.—Center of inboard attaching bolt hole for rear bumper support.

### Principles of tramping:

As indicated in the underbody dimension chart, all diagonal dimensions (except "W" and "X") are of equal distance to the same matching reference points on the opposite side of the body. These are commonly referred to as crosscheck dimensions.

Example: Dimension "L" is 69 1/2" measuring from reference point "4" on right side to reference point "8" on left side; the crosscheck dimension between reference point "4" on left side to reference point "8" on right side (indicated by dotted line in Fig. 2) is also 69 1/2".

To measure the distance accurately between the two reference points on the underbody, two specifications are required:

1.—The horizontal dimension between the two reference points to be tramped.

2.—The vertical dimension from the datum line to the reference points to be tramped. As an example, diagonal measurement "R" (calculated on a horizontal plane) between reference point "3" and reference point "8" is 88 19/32".

The specifications from the datum line to the reference points indicate a vertical height difference of 8 3/8" between forward reference point "3" and rearward reference point "8". The front vertical pointer used at reference point "8" should be adjusted so as to extend 8 3/8" farther from the tram bar than the rear pointer used at reference point "8".

With the proper settings the tram bar will be on a plane parallel to that of the body plane. The exception to this would be when one of the reference points is included in the misaligned area: then, the parallel plane between the body and the tram bar may not prevail. After completion of the repairs, the tram gauge should be set at the specified dimensions to check the accuracy of the repair operation.

### Car preparation:

Preparing the car for the underbody alignment check involves the following:

1.—Place the car on level surface.

2.—The weight of the car should be supported at the wheel locations.

3.—Visual damage inspection should be made to eliminate needless measuring. Obviously damaged or misaligned areas can often be located by sight.

### Tramping sequence:

The tramping sequence will vary, depending upon the nature and location of the misaligned area. Basically there are 11 key reference points that should be utilized when making underbody alignment checks. These reference points are:

1.—Center of front crossmember front attaching bolt hole (point 1, Fig. 1).

2.—Center of gauge holes in front crossmember rear attaching bolt support brackets (point 3, Fig. 1).

3.—Center of gauge holes in motor compartment side rail at transmission (point 4, Fig. 1).

4.—Center of gauge holes in side rails at driveshaft center bearing support (point 6, Fig. 1).

5.—Center of gauge holes in rear compartment side rail at lower control arm (point 8, Fig. 1).

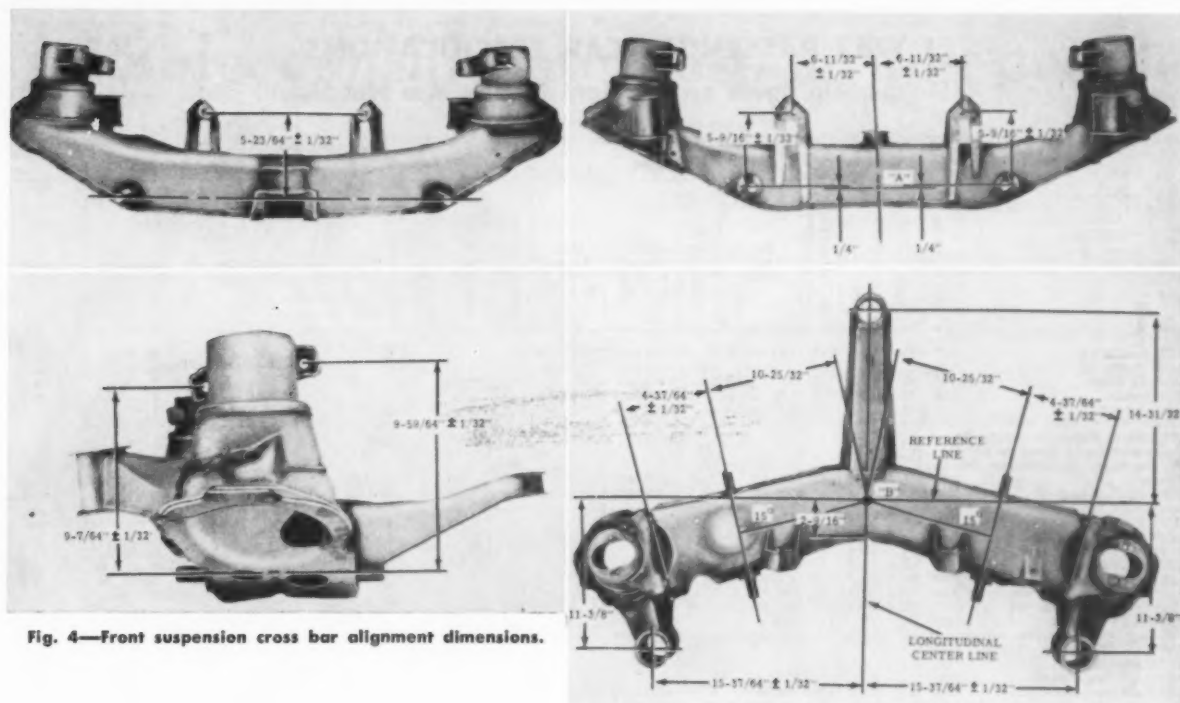


Fig. 4—Front suspension cross bar alignment dimensions.

6.—Below center of lower control arm front support bracket attaching holes (point 9, Fig. 1).

Prior to performance of any tramming operation, the accuracy of reference points to be used must be determined. A measurement that originates from a reference point which is included in a damaged area will produce untrue results and confuse the evaluation of the underbody condition.

Unlike the conventional type of frame design, the unitized type of body construction seldom develops the two conditions of "twist" and "diamond" in the floorpan area as a result of front- or rear-end collisions. Therefore, underbody alignment checking can usually originate from the 5/16" diameter gauge holes in the side rails (reference points "4", "6" and "8").

If inspection indicates that these locations have been disturbed and are not suitable for measuring, one of the undamaged suspension locations should be used as a beginning reference point. If a rare situation should exist where all of the key locations are not suitable as reference points, repair operations should begin with the body floorpan area. All other underbody components should be aligned progressively from this area.

Centering gauges:

Another tool that is extremely useful in repairing underbody col-

lision damage is a body centering gauge set. The centering gauges automatically indicate the body centerline and the body level.

Collision damage may result in twist, side sway or sags to the underbody which may not be readily apparent to the naked eye. Sighting along the center vertical pointers and along the horizontal bars of the centering gauges will make these conditions very apparent and will help to isolate the particular areas which are affected.

A minimum of three centering gauges must be used simultaneously. Fig. 3 shows five pairs of attaching points (A, B, C, D and F) which are located symmetrically on both sides of the body and are considered suitable for mounting most types of hang-on centering gauges.

Magnetically-attached type of centering gauges may also be used at these points as well as at other points along the bottom surface of the side rails from the front of the motor vehicle to the rear axle area.

From the rear axle area to the rear of the car, the left side rail (gas tank filler neck side) is positioned 1 5/16" farther from the body centerline than the right side rail. Compensation for this variance must be made when using any type of centering gauge in this particular area.

Following is a description of the

specific attaching locations shown in Fig. 3:

1.—Lowest point of oblong hole located in front compartment side rail (located slightly above and ahead of the front stabilizer support brackets).

2.—Front tie down hole in front compartment side rail.

### Traffic Safety Balance A Must, GM Head Says

**E**FFORTS to increase traffic safety require a balanced approach that puts proper emphasis on the driver and the highway, as well as on the car.

That is what John F. Gordon, president of General Motors, told the annual meeting of the National Safety Congress in Chicago last month.

The thesis that cars could be made virtually fool-proof and crash-proof is, Gordon said, "wholly unrealistic." He added, "It is also a serious threat to a balanced approach to traffic safety."

The General Motors official explained that an automobile must be designed so that people will want to buy and use it.

"We can only design into it the greatest degree of safety that is consistent with other essential functional characteristics," he said. "Beyond that, we must depend on intelligent use."

# 1962 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	TREAD		ENGINE							FLUID CAPACITIES						WHEEL ALIGNMENT		
	Std.	Wheelbase	Front	Rear	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Less Filter) (Qts.)	Transmission (Refill) (Au.) (Pts.)	Fuel Tank (Gals.)	Cooling System (No. Hoses) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Special V8.....	112.1	56	56		V6I	3.625x3.20	31.54	135@4600	205@2400	198	8-1	4	12	16	10 1/2	-1/4 to +1/4	0 to +1/8	1/8 to 3/8
BUICK Special V8.....	112.1	56	56		V8I	3.50x2.80	39.2	155@4600	220@2400	215	9-1	4	12	16	12	-1/4 to +1/4	0 to +1/8	1/8 to 3/8
BUICK Le Sabre.....	123	62	61		V8I	4.1875x3.64	56.11	280@4400	424@2400	401	10.25-1	4	24	17	17	-1/4 to +1/4	1/8 to 1/4	3/8 to 1/2
BUICK Invicta.....	123	62	61		V8I	4.1875x3.64	56.11	325@4400	445@2800	401	10.25-1	4	24	17	17	-1 to +1/4	1/8 to 1/4	3/8 to 1/2
BUICK Electra.....	126	62	61		V8I	4.1875x3.64	56.11	325@4400	445@2800	401	10.25-1	4	24	17	17	-1 to +1/4	1/8 to 1/4	3/8 to 1/2
CADILLAC 62 Sedan, 62 Coupe, 62 Coupe de Ville, 62 Sedan de Ville, 60 Fleetwood, 62 Eldorado and Biarritz.....	129.5	61	61		V8I	4x3.875	51.2	325@4800	430@3100	390	10.5-1	4	18	26	18 1/4	F	-1/4 to -1 1/4	3/8 to 1/2
CADILLAC Fleetwood 75.....	149.8	61	61		V8I	4x3.875	51.2	325@4800	430@3100	390	10.5-1	4	18	26	19 1/4	F	-1/4 to -1 1/4	3/8 to 1/2
CHEVY II 4.....	110	56.8	56.3		4I	3.88x3.25	24			153	8.5-1	4	2.7	16				
CHEVY II 6.....	110	56.8	56.3		6I	3.563x3.25	30.5			194	8.5-1	4	2.7	16				
CHEVROLET Corvair 500 & 700.....	108	54.5	54.5		6IA	3.4375x2.60	28.4			145	8-1	4	6	14	Air	2 to +1/4	+0.22'	1/8 to 3/8
CHEVROLET 6.....	119	60.3	59.3		6I	3.56x3.94	30.4			235.5	8.25-1	5	9	20	17	0 to +30'	+30' to +30'	1/8 to 3/8
CHEVROLET 8 (283 cu. in.).....	119	60.3	59.3		V8I	3.875x3	48			283.5	8.5-1	4	9	20	17 1/2	0 to +30'	30' to +30'	1/8 to 3/8
CHEVROLET 8 (327 cu. in.).....	119	60.3	59.3		V8I	4x3.25	51.2			327	10.5-1	5	20	20	20	0 to +30'	30' to +30'	1/8 to 3/8
CHEVROLET 8 (409 cu. in.).....	119	60.3	59.3		V8I	4.3125x3.50	59.5			409	11-1	5	20	20	20	0 to +30'	30' to +30'	1/8 to 3/8
CHEVROLET Corvair.....	102	57	59		V8I	4x3.25	51.2			327	10.5-1	5	16.4	15 1/2	15 1/2	2 to +30'	0 to +30'	.00 to .12
CHRYSLER Newport.....	122																	
CHRYSLER 300.....	122																	
CHRYSLER New Yorker.....	126																	
CHRYSLER Imperial.....	129	61.7	62.2		V8I	4.19x3.75	55.9	340@4600	470@2800	413	10-1	5	18	23	16	+1/4 to +1/2	B	1/4
DODGE Lancer (170 cu. in.).....	106.5	55.9	55.6		6I	3.4x3.125	27.7	101@4400	155@2400	170	8.2-1	4	14	14	11	C	B	1/4 Prf.
DODGE Dart 6.....	116	59.4	57.5		6I	3.4x4.125	27.7	145@4000	215@2800	225	8.2-1	4	14	20	12	C	B	1/4 Prf.
DODGE Dart 8.....	116	59.4	57.5		V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	4	18	20	20	C	B	1/4 Prf.
DODGE Polara.....	116	59.4	57.5		V8I	4.12x3.38	54.3	305@4800	395@3000	361	9-1	4	18	20	20	C	B	1/4 Prf.
FORD Fairlane 6.....	115.5	57	56															
FORD Fairlane 8.....	115.5	57	56															
FORD Falcon.....																		
FORD Thunderbird.....																		
FORD Galaxie.....																		
LINCOLN Continental.....	123	62.1	61		V8I	4.3x4.7	59.17	300@4100	465@2000	430	10-1	5	23	21	22	0 to -90'	0 to 45'	.063 to .188
MERCURY Comet (144 cu. in.).....	114	55	54.5		6I	3.5x2.5	29.4	85@4200	134@2000	144.3	8.7-1	3 1/2	15	14	8.7	1 1/4 to 1 1/2	0 to 1/4 to 1/2	1/8 to 1/2
MERCURY Comet (170 cu. in.).....	114	55	54.5		6I	3.5x2.94	29.4	101@4400	156@2400	170	8.7-1	3 1/2	15	14	8.7	1 1/4 to 1 1/2	0 to 1/4 to 1/2	1/8 to 1/2
MERCURY Meteor.....																		
MERCURY Monterey.....																		
OLDSMOBILE FB5.....	112	56	56		V8I	3.5x2.8	39.2	155@4800	230@3200	215	8.75-1	4	8	16	11	-1/4 to -1 1/4	+1/4 to +1/2	0 to 1/4
OLDSMOBILE 88.....	123	61	61		V8I	4.125x3.688	54	280@4400	430@2400	394	10.25-1	4	11	20	19 1/4	-1/4 to +1/4	+1/4 to +1/2	0 to 1/4
OLDSMOBILE Super 88.....	123	61	61		V8I	4.125x3.688	54	330@4600	440@2800	394	10.25-1	4	11	20	19 1/4	-1/4 to +1/4	+1/4 to +1/2	0 to 1/4
OLDSMOBILE 98.....	126	61	61		V8I	4.125x3.688	54	330@4600	440@2800	394	10.25-1	4	11	20	19 1/4	-1/4 to +1/4	+1/4 to +1/2	0 to 1/4
PLYMOUTH 30-D Economy 6.....	116	59.4	57.5		6I	3.4x4.125	27.7	145@4000	215@2800	225	8.2-1	4	14	20	12	C	B	1/4
PLYMOUTH Savoy, Belvedere & Fury V8.....	116	59.4	57.5		V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	4	18	20	20	C	B	1/4
PLYMOUTH Super Fury V8.....	116	59.4	57.5		V8I	3.91x3.31	48.9	260@4400	345@2800	318	9-1	4	18	20	20	C	B	1/4
PLYMOUTH Valiant.....	106.5	55.9	55.6		6I	3.4x3.125	27.7	101@4400	155@2400	170	8.2-1	4	14	14	11	C	B	1/4
PONTIAC Catalina.....	120	62.5	62.5		V8I	4.06x3.75	52.8	215@3600	390@2000	389	8.6-1	4	12	25	19 1/4	-1 1/4 to +1/4	+1/4 to +1/2	0 to 1/4
PONTIAC Star Chief.....	123	62.5	62.5		V8I	4.06x3.75	52.8	215@3600	390@2000	389	8.6-1	4	18	25	19 1/4	-1 1/4 to +1/4	+1/4 to +1/2	0 to 1/4
PONTIAC Bonneville.....	123	62.5	62.5		V8I	4.06x3.75	52.8	235@3600	402@2000	389	8.6-1	4	18	25	19 1/4	-1 1/4 to +1/4	+1/4 to +1/2	0 to 1/4
PONTIAC Grand Prix.....	120	62.5	62.5		V8I	4.06x3.75	52.8	303@4600	425@2800	389	10.25-1	4	12	25	19 1/4	-1 1/4 to +1/4	+1/4 to +1/2	0 to 1/4
PONTIAC Tempest 4.....	112	56.8	56.8		4I	4.06x3.75	26.4	110@3800	190@2000	194.5	8.6-1	4	4	16	13	-1 1/4 to +1/4	+1/4 to +1/2	0 to 1/4
PONTIAC Tempest 8.....	112	56.8	56.8		V8I	3.50x3.80	39.2	185@4800	230@2800	215	10.25-1	4	4	16	13	-1 1/4 to +1/4	+1/4 to +1/2	0 to 1/4
RAMBLER American De L. & Cust.....	100	54.62	55		6L	3.125x4.25	23.44	90@3800	160@1600	195.6	8-1	4	18	20	11	D <sup>1</sup>	+1/4	1/4
RAMBLER American 400.....	100	54.62	55		6I	3.125x4.25	23.44	125@4200	180@1600	195.6	8.7-1	4	18	20	10	D <sup>1</sup>	+1/4	1/4
RAMBLER Classic 6.....	108	58.08	58		6I	3.125x4.25	23.44	127@4200	180@1600	195.6	8.7-1	4	18	20	10	D <sup>1</sup>	+1/4	1/4
RAMBLER Ambassador V8.....	108	58.08	58		V8I	4x3.25	51.20	250@4700	340@2600	327	8.7-1	4	22	20	18	D <sup>1</sup>	+1/4	1/4
STUDEBAKER Lark 6.....	109 1/2	57.4	56.5		6I	3x4	21.6	112@4500	154@2000	170	8.25-1	5	18	11				
STUDEBAKER Lark 8.....	113	57.4	56.5		V8I	3.56x3.25	40.6	180@4500	210@4500	259.2	8.5-1	5	18	17				
STUDEBAKER Hawk.....	120 1/2	57.4	56.5		V8I	3.56x3.25	40.6	195@4500	225@4500	289	8.5-1	5	18	17				

## ABBREVIATIONS

A—Horizontally opposed.  
B—Left +1/4, right +1/4.  
C—Power steering +1/4 to +1/2.  
Manual +1/2.

D<sup>1</sup>—Power steering +2° Prf. Manual 0°.  
D<sup>2</sup>—Power steering +1° Prf. Manual 0°.  
d—4-dr. de luxe 113°

I—Valve-in-head  
L—L-head.  
Prf.—Preferred.

**"...reliable, considerate, responsible people"**

says **DAVID H. GEZON**, Studebaker  
dealer, Grand Rapids, Michigan

"We control 90% of our finance business, so it's most important that we handle it through reliable, considerate, and responsible people. We have found all these things true of Commercial Credit Plan in our 10-year association. Commercial Credit provides us with a flexible plan tailored to meet our customers' needs. Their willingness to cooperate on borderline cases has helped us develop many fine customers over the years. And Credit Life Insurance, which is included in almost every deal, has made many friends for us."

**Commercial Credit**  
**serves successful dealers**

For complete information on how our service can help promote your success, call or write the Commercial Credit Corporation office nearest you.



# 1962 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bal.	FUEL SYSTEM		VALVES		
	Breaker Gap (.0)	Cam Angle (Degrees)	Contact Arm Spring Tension (Ozs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (.0)	Spark Advance (Max. Centrif. (Degrees))	Spark Advance Max. Vac. (Degrees)		Carb. Mfr.	Fuel Pressure (Lbs.)	Topset Clearance Intake (.0)	Topset Clearance Exhaust (.0)	Intake Valve Opens before Tdc (Degrees)
BUICK Special V6.....	13-19	30±1	19-23	7.5@1050bte	CsP	30-35	28@3900	17.5@16"	40N	RP	4-5½	Au	Au	18bte
BUICK Special V8.....	13-19	30±1	19-23	7.5@1050bte	VD	30-35	28@3700	17.5@16"	40N	RP	4-5½	Au	Au	29b c
BUICK Le Sabre, Invicta & Electra.....	13-19	30±1	19-23	12bte	VD	30-35	22@3800	17.5@18"	70N					28b c
CADILLAC (All Models).....	16	28-32	19-23	5bte	VD	35	9@2000	15@20"	70N	RP-Ca	5¼-6¼	Au	Au	39tc
CHEVY II 4.....	19	31-34	19-23	4bte	CsP	33-38		23@12"	42N	RP		Au	Au	34bte
CHEVY II 6.....	19	31-34	19-23	8bte	VD	33-38		23@12"	42N	RP		Au	Au	34bte
CHEVROLET Corvair 500 & 700.....	19	32-34	19-23	G	CsP	35		M	35N	RP		Au	Au	43bte
CHEVROLET 6.....	19	28-35	19-23	5bte	FW	33-38	26@3500	22@15.5"	53N	RP		Au	Au	62bte
CHEVROLET 8 (283 cu. in.).....	19	26-33	19-23	4-8bte	CsP	33-38	26@3750	15@15.5"	53N	RP	5¼-6¼	Au	Au	33bte
CHEVROLET 8 (327 cu. in.).....	19	26-33	19-23	4-8bte	CsP	33-38	26@3750	15@15.5"	53N	RP	5¼-6¼	Au	Au	33bte
CHEVROLET 8 (409 cu. in.).....	19	26-33	19-23	4-8bte	CsP	33-38	26@3750	15@15.5"	53N	RP	5¼-6¼	Au	Au	33bte
CHEVROLET Corvette.....				10±1bte	VD	33-38			61N	Ca	5¼-6¼			32½bte
CHRYSLER Newport, 300 & New Yorker.....														
CHRYSLER Imperial.....	14-19	27-32	17-21.5	10bte	VD	35	8.5-10.5@2300	11@15"	70N	Ca	4-5½	Au	Au	13bte
DODGE Lancer.....	17-23	40-45	17-21.5	2.5bte	CsP	35	14.5@2200	12.5@12.5"	48N	Ca-Ho	4-5½	10	20	8bte
DODGE Dart 6.....	17-23	40-45	17-21.5	2.5bte	CsP	35	12.5@2300	7.5@13"	48N	Ca-Ho	4-5½	10	20	8bte
DODGE Dart 8.....	14-19	27-32	17-21.5	10bte	CsP	35	O	R	48N	Ca-St	6-7½	Au	Au	13bte
DODGE Polara 500.....	14-19	34-40	17-21.5	10bte	CsP	35	13@2050	12@16"	48N	Ca-St	4-5½	Au	Au	13bte
FORD.....														
LINCOLN Continental.....	15	26-28½	17-20	6bte	VD	34*	30@4000	22@18"	80N	Ca	5-6	Au	Au	22bte
MERCURY Comet.....														
MERCURY Monterey.....														
OLDSMOBILE F85.....	13-18	28-32	19-23	5bte	CsP	30	24@4200	25.5@16"	40N	RP	4-5½	Au	Au	22bte
OLDSMOBILE 88.....	16	28-32	19-23	5bte	VD	30	28@4000	26@17"	70N	RP	5-6	Au	Au	14bte
OLDSMOBILE Super 88, 98 & Star Fire.....	16	28-32	19-23	5bte	VD	30	28@4000	25@18"	70N	RP	5-6	Au	Au	11bte
PLYMOUTH 30-D Economy 6.....	17-23	40-45	17-21.5	2.5bte	CsP	35	12.5@2300	7.5@13"	48N	Ca-Ho	6-7½	10	20	8bte
PLYMOUTH 318 cu. in.....	14-19	27-32	17-21.5	10bte	CsP	35	S	T	59N	Ca-St	4-5½	10	18	8bte
PLYMOUTH 361 cu. in.....	14-19	34-40	17-21.5	10bte	CsP	35	9.5@2200	11.5@13.2"	59N	Ca	4-5½	Au	Au	8bte
PLYMOUTH Valiant.....	17-23	40-45	17-21.5	2.5bte	CsP	35	14.5@2200	12.5@12.5"	48N	Ca-Ho	6-7½	10	20	8bte
PONTIAC Catalina.....	16	30±2	19-23	6bte	CsP	33-38	22@3600	20@15"	U	RP	5¼-6¼	Au	Au	14bte
PONTIAC Star Chief.....	16	30±2	19-23	6bte	CsP	33-38	20@2850	20@17"	U	RP	5¼-6¼	Au	Au	14bte
PONTIAC Bonneville & Grand Prix.....	16	30±2	19-23	6bte	CsP	33-38	20@2850	20@17"	U	Ca	5¼-6¼	Au	Au	14bte
PONTIAC Tempest 4.....	13-19	73-77	19-23	6bte	CsP	33-38	28@4250	20@15"	42N	RP	4-5½	Au	Au	14bte
PONTIAC Tempest 8.....	13-19	28-32	19-23	5bte	VD	30-34	28@3700	16@15.7"	42N	RP	4-5½	Au	Au	29bte
RAMBLER American De L. & Cust.....	18-22	37-41	17-22	3bte	VD	33-37	14@4000	11@11"	40N	Ca	4-5½	16	18	10bte
RAMBLER American 400.....	16	28-35	17-21	5bte	VD	33-37	22@4200	22@16.5"	45N	Ca	4-5½	12	16	12.5bte
RAMBLER Classic 6.....	16	28-35	17-21	5bte	VD	33-37	22@4200	22@16.5"	45N	Ca-Ho	4-5½	12	16	12.5bte
RAMBLER Ambassador V8.....	15-19	34	17-22	V	VD	33-37	36@3800	2-@15"	60N	Ho	4-5½	Au	Au	12.5bte
STUDEBAKER Lark.....														
STUDEBAKER Hawk.....														

## ABBREVIATIONS

Au—Automatic transmission.  
bte—Before top center.  
Ca—Carter.  
CsP—Crankshaft pulley.  
FW—Flywheel.  
G—Manual trans. 4 to 10bte.  
Au. trans. 13 to 18 bte.  
Ho—Holley.

H—Manual trans. 32@3600.  
Au. trans. 20@3600.  
M—Manual trans. 23@15.2".  
Au. trans. 23@16.2".  
N—Negative.  
Q—Std. trans. 12.5@2300.  
Au. trans. 10@2300.  
R—Std. trans. 11.5@14.7".  
Au. trans. 15@18".  
RP—Rochester Products.

S—Std. trans. 12.5@2300.  
Au. trans. 10@2300.  
St—Stromberg.  
T—Std. trans. 11.5@14.7".  
Au. trans. 15@18".  
U—53 or 61N.  
V—Manual trans. tdc.  
Au. trans. 5bte.  
VD—Vibration damper

# NOW A NEW WORLD OF WORTH



OPENS A NEW WORLD OF OPPORTUNITY FOR CHEVROLET DEALERS!



Impala Sport Coupe—that roof line looks enough like a convertible's to be one!

For '62, Chevrolet dealers have a new world of worth to please just about anybody. Luxurious new Jet-smooth Chevrolets for people who want all the room, refinement and riding comfort they can lay hands on. The totally new line of Chevy II's for the customer who wants modern basic transportation in the best Chevrolet tradition. Nine saucier-than-ever Chevy Corvairs for driving enthusiasts who want sports car spice on a budget. And, for those who are looking for the ultimate in sporty driving, the '62 Corvette.

## NEW CHEVY II

*modern basic transportation  
in its finest fashion !!!!!*

Here's a new line of cars that means new customers! A new-size car that's easy to park, pack and pay for. There's a choice of a thrifty 4- or spunky 6-cylinder engine in most models. And it rides big-car smooth, too.

*\*soon to be available*



Chevy II Nova 400 Convertible\*



Corvair Monza Club Coupe

## '62 CORVAIR MONZA

*the car that puts sport in the driver's seat!*

All spruced up to make an even bigger hit on the road and in the showroom is the '62 version of the Corvair. It's got saucier styling, snappier interiors and bigger brakes to team up with that sure-footed rear-engine traction. Here's sports car scamper served up family style!

Readers are invited to contribute to—

## SHOP TALK

### GARAGEMEN AND THEIR ASSOCIATION

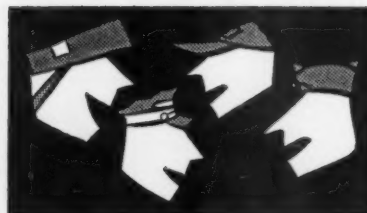
Roanoke, Va.

Dear Sir:

Ralph H. James, executive director of IGOA, deserves a lot of credit for the work he has done in organ-

izing and promoting the national garage association, with the help of our leading trade magazines. He has put a tremendous amount of time and energy into this job.

If history repeats itself in association affairs, then his next job is to develop into a mature profession-



A column of informal comments about the automotive trade and its problems.



### keep 'em rolling with Stant Pressure Tester

Winter testing of radiator caps and cooling systems pays off big in customer comfort and good will. Leaks found fast save coolant and prevent emergency road repairs. Replacement *Stant* caps keep vehicles operating properly. Sell more cooling system parts and services to insure your customers' satisfaction. The more pressure testing you do . . . the more business results . . . plus sales you would not otherwise enjoy! Check your *Stant* cap stock now.

STANT MANUFACTURING CO., INC.  
Connersville, Indiana

Ask your jobber for  
Genuine STANT CAPS

Lev-R-Vent  
Safety Cap  
prevents  
scalds



al trade association manager. To succeed in his chosen profession, a developing trade association manager usually learns many new skills. Reviewing history of association executives I am listing some of the steps these men take to succeed.

They join the trade association executives group. In associating with this group they soon learn that every problem pertaining to their group has been solved before. The various educational opportunities for working association executives sponsored by the Chamber of Commerce of the U. S. become known to them and they use these facilities to grow in competence in the skills of group management.

The alert association manager is constantly seeking to provide services and benefits to the members similar to those provided by other associations that are worth money or other values to the members in the operation of their businesses.

They become expert in the difficult management art of getting things done through other people. They work for the best interests of the public and the enlightened self-interests of the group. Legal counsel keeps the group informed about the price activities that are permissible by trade groups.

They have appraisals made of the association program, plans and

Address any comments to: Southern  
Automotive Journal, 1760 Peach-  
tree Road, N.W., Atlanta 9, Ga.

# BLACK & DECKER'S LONGER LIFE LINE

58 B&D Drills get through the work faster, easier  
... have more drill power to last longer



**NEW! 1/2" End Handle Drill** is ideal for tough repair and maintenance jobs. So powerful it has 48 ft./lbs. lock torque, highest of comparable tools.



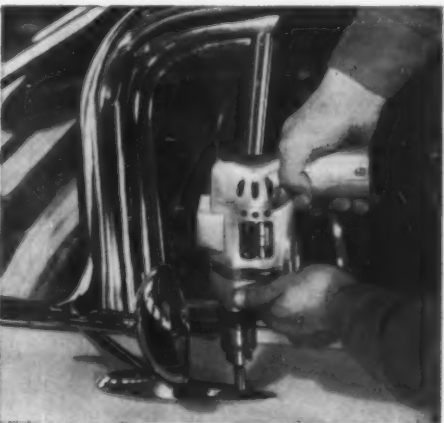
**NEW! 1/2" Right Angle Drill** has a head for getting around corners, in cramped quarters. Reverse the end attachment to speed up or slow down.



**REDESIGNED! 1/4" End Handle Drill** has a slimmer, more compact profile, ball-bearing construction. Features long-life and cooler running motor.



**1/4" Shorty Drill** is a compact little helper that works in and out of the tightest spots with knuckle-sparing ease. Twin fans make this a cool tool.



**3/4" Scru-Drill®** gives you a drill and screwdriver in one... for engine work, body and trim, fuel pumps, generators and all kinds of general maintenance.



**1/4" Special Drill** is more compact with more power than any drill its size. Makes a perfect companion for the man servicing big over-the-road rigs.



## Black & Decker®

WORLD'S LEADING MAKER OF POWER TOOLS

Every bit counts... when you go through repair and installation jobs with any one of Black & Decker's 58 drills. Power? B&D's newly beefed-up motors won't back down in the toughest going. Handling? When you grip a B&D Drill naturally, it's never off-balance, always easy to handle. Durability? Black & Decker Drills lead a rugged life — and love it! Buy them at most Black & Decker jobbers for low monthly payments. For sales or service, look in the Yellow Pages of your telephone book under



THE BLACK & DECKER MFG. CO., Dept 5911  
Towson 4, Md. (In Canada: Brockville, Ont.)

☐ Please arrange for a demonstration of.....

☐ Please send me more information on.....

Name..... Title.....

Company.....

Address.....

City..... Zone..... State.....



☐ Vacuum Cleaners



☐ Polishers



☐ Sanders



☐ Impact Wrenches

management by expert trade association management consultants, and ask recommendations so they can become more capable in performing their duties.

Most of all, successful executives welcome suggestions and criticism in order that they may better serve the group.

When members drop out or are delinquent in paying dues, they look for causes of dissatisfaction and ask them how the association can better serve their needs.

It has been said that a good pub-

lic relations program is doing the right thing and making sure you get credit for it by your public.

I believe IGOA could have five times as many members if most of these ideas were put into practice, and an effective selling campaign was conducted. I would apply to join and enthusiastically support the association if the leaders of Independent Garage Owners of America share most of my views about a national association of garagemen.

WINIFRED K. CUNDIFF,  
Cundiff Auto Body Service

Ralph H. James, submitted a copy of the above by the writer, replied:

"IGOA's staff welcomes criticism and hopes that those who criticize will join up and push their own ideas on how to promote IGOA, inasmuch as God failed to bless any one man with enough intelligence to do much without the help of his fellow men.

"It takes members to build an association and we believe that they should have a right to build their group as they feel best."

## CARTOON FOR CUSTOMERS

New Orleans, La.

Gentlemen:

We would like permission to reproduce the cartoon that appeared on the top of page 167 of the September 1961 issue of SOUTHERN AUTOMOTIVE JOURNAL.

Copies of this cartoon would be distributed to our customers.

MEYER GOLDBERG,  
Meyer's Auto Parts

## SOPPING MISSED

Camden, Tenn.

Dear Editor:

It is my pleasure to invite you to the Benton County Fair in Camden Saturday, Sept. 30, at 2 p.m. to participate in the Sorghum Molasses Sopping Contest—the world's largest.

BENTON COUNTY FAIR ASSN.,  
Hon. Wm. A. Derington,  
County Judge

Editors, already committed to be elsewhere, miss some of the most interesting things.

## HE TREASURES INFO

Medford, Okla.

Gentlemen:

I treasure the valuable information and interesting articles in SOUTHERN AUTOMOTIVE JOURNAL.

BILL COLLINS

## FOILING ANTI-RADAR

If they become popular enough, those anti-radar warning devices may meet a counterattack from the police.

Combatting the device is simple, according to *Carolina Highways*, official publication of the South Carolina State Highway Department. Police can turn on signal-generating



**FIRST CLASS**

In any language, "FIRST CLASS" means tops . . . the best there is.

We work hard to make our ignition parts that way because we must have the complete confidence of those who install TUNGSTEN Ignition Parts and those who sell TUNGSTEN Ignition Parts.

As a result, TUNGSTEN Ignition Parts are always engineered to produce "FIRST CLASS" jobs with fewer re-do's and fewer headaches.

If you are not using TUNGSTEN Ignition Parts now, we suggest you contact your TUNGSTEN Distributor. He'll be glad to talk TUNGSTEN to you.

Write for catalog

**TUNGSTEN CONTACT IGNITION**

 **TUNGSTEN CONTACT MANUFACTURING CO., INC.,**  
North Bergen, New Jersey



***Every battery padlocked  
until sold—exclusive  
with Gould-National!***

Now, both customer and *you* are assured of factory fresh starting power by Gould-National's Sealed till Sold ring. It effectively "padlocks in" the charge of every G-N battery by covering the positive terminal and preventing the battery's use. This plastic Sealed till Sold ring is installed at the factory, and must be broken to be removed. It can not be replaced—guarantees to the buyer a full life of fresh starting power and performance.

This is just one important construction feature available from Gould-National . . . and at no extra cost. Interested? Write for complete information on a Gould® or National® brand franchise.



- 1** "Sealed till Sold" ring
- 2** Silver-Cobalt positive plates
- 3** Bi-Plak® separators
- 4** negative plate group
- 5** Deepwell® construction
- 6** anti-splash vent caps
- 7** hard-rubber container



AUTOMOTIVE BATTERY DIVISION

**GOULD-NATIONAL** BATTERIES, INC.

St. Paul 1, Minnesota

devices in areas where traffic should be slowed down and the operator using an anti-radar device will probably slow down, figuring a "speed trap" lies ahead.

The anti-radar device is but one weapon in a battle of wits between dedicated traffic officers and wary traffic violators, according to the publication. Sign language between drivers evading safe practices is commonplace and "as effective as battleship signal lights."

When a motorist extends two fingers, swinging the hand back and

forth horizontally, he tells an oncoming motorist, "There are two rubber tubes across the road back there to detect speeders." (This signal is said to be known nationally and, in South Carolina alone, vandals annually destroy hundreds of dollars worth of rubber hose traffic counters, assuming they are speed detectors.)

Another popular signal is made when an oncoming motorist extends one finger and rotates the hand to mean, "Let 'er roll; the coast is clear."

Still another may be given an 80mph motorist by an oncoming traveler who blinks his headlights to indicate "a cop ahead."

Traffic officers are combatting the game as best they can, the publication stated, but the ultimate result of traffic safety on the highways will not rest with the officers. It will always rest with the individual and his respect for laws enacted in his behalf.

#### EYES-CLOSED DRIVING

A survey made by scientists at an optical company disclosed that it takes one-fifth of a second to blink an eye, and the average person blinks 25 times every minute.

So . . . in the long haul, a motorist averaging 55mph on a ten-hour trip drives 33 miles with his eyes shut.

#### GARAGE PLANS, PLEASE

Bethany, Mo.

Gentlemen:

Please send me tearsheets on garage buildings like those on page 58 of your September issue.

LAVERNE MADISON,  
Partner,  
Madison Auto Salvage

#### Southland Mower Co. To Triple Capacity

**I**MEDIATE construction of a plant which will triple its production capacity and create additional jobs has been announced by Southland Mower Co., Selma, Ala.

The fireproof building of concrete, steel and brick construction will contain 100,000 square feet of manufacturing space and will be ready for occupancy by Nov. 15, according to President C. T. Lyemance. The plant will include two buildings, one a new foundry. The main building in which mowers will be manufactured will have two more assembly lines than the company operates in its present location.

Southland's primary distribution is through hardware and automotive jobbers across the nation.

#### Georgia Dealers Pick June 3-5

The Georgia Automobile Dealers Association will hold its 1962 convention at the Wanderer Motel on Jekyll Island June 3-5, President Tom Callaway of Decatur announced.



One of the big reasons Distributor Caps and Rotors from GUARANTEED PARTS stand up longer in constant severe service . . . they're molded under conditions of carefully controlled humidity. Here's why:

Nothing breaks down a Distributor Cap faster than trapped-in moisture particles that serve as a conductor, reducing the dielectric strength of the Cap.

GUARANTEED PARTS makes 'em dry . . . so they last, and last . . . and last. When you order Ignition Parts, why settle for less than the brand that stands for long, trouble-free service? See your nearest GUARANTEED PARTS Distributor, or write . . .



Distributor Caps



Rotors

**GUARANTEED PARTS CO., INC.**  
SENECA FALLS, NEW YORK



# Look For *New* DOLLARS



## through LEV-L-LITE Headlamp Aiming Equipment

Add another income-producing department to your Service Area NOW with LEV-L-LITE. Compact and easy-to-use, LEV-L-LITE is ready to go to work as soon as delivered to you—no expensive schooling or long term training is needed to start your NEW profits "rolling" in.

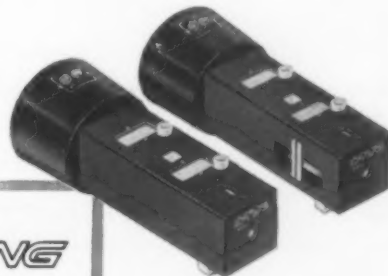
Use the same, modern method that new car manufacturers use to assure correct, safe headlamp aiming for the production line.

Built around the Hopkins Manufacturing "split-image" system, LEV-L-LITE is easily demonstrated to customers. Modern Service Station Managers, alert to this new income-producing equipment, are now eight "profit-years" ahead of their competition.

Write today for complete information, and bring added income into focus.

### LEV-L-LITE Repair Stations

Tool Exchange Warehouse, 1522 Fairmount Avenue, Philadelphia 30, Pennsylvania  
Pittsburgh Auto Equip. Co., 5808-5810 Baum Boulevard, Pittsburgh 6, Pennsylvania  
Equipment Service of Miami, Inc., 6235 N. E. Second Avenue, Miami 38, Florida  
Auto Care Services, Clinton & Emblie Streets, Buffalo 10, New York  
Herbert I. Holland, 30 Beachmont Avenue, Cranston 5, Rhode Island  
Woody's Auto Supply, 1502 Pierre Avenue, Shreveport, Louisiana  
Automotive Equipment Service, 172 South Kalamath Street, Denver 23, Colorado  
Merwin and Son, 110 South Main, Manteca, California



**HOPKINS** **HM** **MANUFACTURING**  
EMPORIA, KANSAS A KANSAS CORPORATION

Dear Bill,

I'm with you, Doc. Time goes on, models change, but service problems remain with us.

Yesterday a perplexed sports-car owner wanted a quick answer to a cylinder miss despite a new set of plugs. This hot V-8 engine was a little rough on plugs, so I pulled the misfiring one for him and it was badly sooted and black, though dry enough to indicate it must be firing.

While he was looking it over, I pulled a couple more out of the



*Here's the "Bell-Ringing" News...*



**THE 1960 MODEL "RITE-RING" DRIVEWAY SIGNAL**  
*by* **ACME**

Loud, clear bell rings throughout the station

**No. 700**

- ★ No Relay
- ★ No Transformer
- ★ No Contact Points to line up


For best results, mount the No. 700 in an up-right position.

Replaceable Coil (No. 705) can be installed in just a few moments...ON THE SPOT!

Write for complete catalog

**ACME**  
*for Accuracy*  
SINCE 1915

**ACME AIR APPLIANCE Co., Inc.**  
205 NEWMAN STREET • HACKENSACK, N. J.



**HOW GOOD ARE YOU?**


Is the following statement TRUE or FALSE?

This man's hat is WIDER than it is HIGH →

Check one: ☐ TRUE ☐ FALSE

Attach the solution to your business card or letterhead and mail to ACME. If you're right, we'll send you a "Genius Award" for your accomplishment!

**Relax each month with the ACME "Problem Corner"**



N3

same bank and they were clean and lightly coated with gray, indicating a normal firing.

"They must have sold me a bad plug; they all went in together," he said. I handed him a magnifying glass for a closer look and suggested that maybe he dropped the plug while installing it.

He looked a little embarrassed and admitted he had installed the plugs himself and did recall dropping one after gapping it. The evidence was quite plain under the glass. The ground electrode was bent downward, and the center electrode was burned off in a matching angle, as opposed to the other plugs, which had a nice, flat electrode tip.

Some of our "spark-plug misses" have been traced to holes in the insulation of resistor-type ignition cables. Some of the holes were doubtlessly caused by a test probe forced in them. Others have been back near the distributor cap where either a faulty cable or possibly mishandling of the cable caused a break.

In either case the current had a gap to jump, in some cases burning away some of the conducting material, so the spark jump was audible. People will simply have to learn to keep probes out of these cables and to handle them with care, for there are more cars using them all the time.

These high-compression jobs demand considerable voltage to get a spark across the plug electrodes. Add the insulating deposits that quickly form in the plug and the least leakage along the line causes a miss. Flashover at the plug or other paths to ground drain off the spark, under load, so nothing is left to cross the electrodes.

Merely filing the sparking surface of the electrodes to square off the rounded edges often reduces the resistance to sparking and the engine will get back in the harness in a hurry. Seems the square edges cut

# **a**n honest appraisal of dealer-profit in the battery business

Let's not beat around the bush—you're in this business to make money. Prestolite batteries have what it takes to make money for you! It begins with Prestolite's price structure. One of the most liberal in the battery business. But pricing is *only* the beginning:

- There's Prestolite's complete and simplified line. A real moneymaker for you, because it is built for *fast turnover* and steady profits. No need to carry a heavy stock of slow movers.
- There's owner acceptance. The name "Prestolite" has been in demand for over fifty years by motorists who want the best.
- There's national advertising support, local advertising allowances, free direct mail, dealer sales aids, signs and displays.
- Prestolite has what it takes to make money selling batteries! Write Prestolite, Electric Autolite Company, Toledo 1, Ohio, for your personal selling plan.



down the voltage requirement for a good spark.

Usually the first urge is to replace plugs with burned electrodes with new plugs of a cooler heat range. While this may be the ticket, there is also the possibility that the new plugs will burn also—particularly if the original burning was caused by advanced spark, lean mixture, or possibly a stuck heat control valve.

To better Sherlock the cause of plug damage, it is always well to examine the plugs from all the cyl-

inders for comparison. The location of the misbehaving plug may give the clue to the cause, like a faulty distributor, leaky gasket, or even a cracked water jacket, depending on the type of damage or color of the coating. Better to locate the cause at first than have it repeat on the new plug.

Guess you're planning a big turkey slicing in a few days. Me, I'm hoping to catch that big bass that's been worrying me in the lake.

Yrs,  
Ed.

## Rigors of Retirement

(Continued from page 51)

take the easy way out, and decide to go fishing, at least for a couple of hours. The good fishing reefs are closer than Miami, anyway.

But even this is no answer. It involves walking around the pool to the boat dock, removing the cruiser's plastic coverings, stopping to feed the fish, untying the boat, checking its readiness, warming up the engine, getting bait, fuel, ice and other supplies before purring out to the reefs. And once there, the fish may be gone for the day. One can never tell.

Frustrations like this appear to be built into retirement. They lurk in any attempted activity. If Dupy decides to stay at home some morning just to rest because he and Mrs. Dupy have entertained new friends and former neighbors from the North the night before, singing birds and heavy fragrance of the subtropics will interrupt his sleep as early as 9 o'clock.

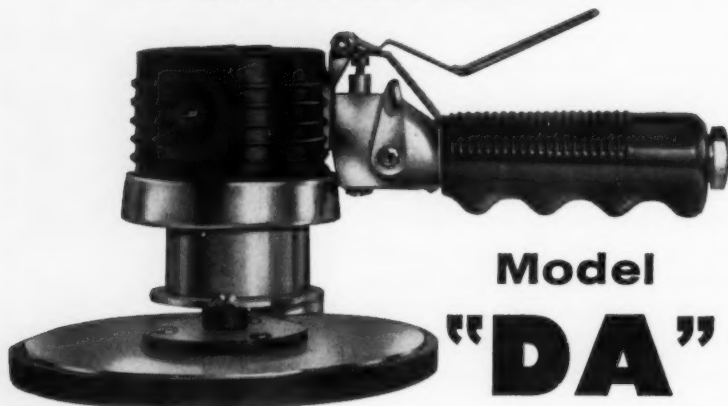
After a dip in the pool, breakfast on the patio, feeding the fish, a quick inspection of the cruiser, a look at the grounds and the barometer, he must do absolutely nothing for half an hour until the mail man comes with his *Wall Street Journal*. Then he must walk half a block from the front door to the mail box at the street to get it, and sort it out for leisurely reading.

Just as he gets settled in comfortable shorts and sport shirt, the telephone will ring. It likely will be some other displaced executive, suggesting lunch or a golf game.

This retired executive must walk at least half a block each morning to get his mail—one of the many tasks that retirement in Florida has imposed. He must then sort out the mail and read what appears to be interesting.



# HAVING TROUBLE SANDING UNDER ACRYLICS?



Model  
"DA"

National-Detroit's Model "DA" is the answer to the problem of sanding prime coats before spraying Acrylics. This air driven sander will really sand with fine abrasive grits needed to prepare prime coats, and to do many other jobs normally requiring hand work. Because of its unusual "Dual Action" the Model "DA" will not generate heat . . . will not load abrasive. The sanding pad is off center, and revolves free and independent of the driving-head. This gives a fine finish quickly and easily, with a minimum of abrasive.

For full information write for the New National-Detroit Catalog or call your jobber.



**NATIONAL-DETROIT, INC.**  
**ROCKFORD, ILLINOIS**

Again, Dupy is faced with immediate and important decisions. Are there any errands to be run for Mrs. Dupy? Are the gardeners or maintenance men coming that day? Is luncheon planned at home? Is it going to rain? Are visitors coming?

These are just a few of the questions that demand quick answers. They are minor, however, to the broader questions of when and where to eat and play golf? These are not easy. Pompano Beach is known for its wonderful restaurants of all sizes and descriptions, some directly on the ocean front, looking out over fishing boat docks.

A luncheon choice requires intensive cogitation. A Solomon is needed to solve the golf problem. There are no less than 15 fine courses within 20 miles that offer hardly any choice among them.

There just seems to be no single over-all solution. If Dupy does report to his job as chairman of the board of Patten Sales Co., he is restive the whole time to leave for home to avoid the afternoon turnpike traffic peak. Sometimes he takes work to be done in the quiet and privacy of home, but it doesn't get done there. It is interrupted by afternoon naps and evening social obligations.

Sometimes he gets a yen to see and play with his grandchildren. He is happy to see them come, but he admits he is happy to see them leave. "They wear me out," he says.

In addition to these perplexities a number of things simply have to

be done. At least once a year the cruiser's lines have to be renewed because of salt water wear. Dupy could simply order new lines, but he prefers to exercise his Boy Scout training and spends hours by the pool side cutting, splicing and tying rope.

Now and then he is reminded that he has neglected his hunting and fresh water fishing. He cleans his guns and goes off to a skeet range for some practice shooting. He then realizes he hasn't found time to arrange any of the excellent deer, turkey and bird shooting that Florida offers. He hasn't had the opportunity, either, to try Florida's superior bass fishing in thousands of lakes and streams.

"Maybe I'll get around to it some day," he says wistfully.

Meantime, however, he has discovered an old yearning for brook trout, and Florida has none. There is nothing left for him to do except to boldly take time from other preoccupations, tie up a few flies and rush off to Hot Springs, Va., where a trout stream is one of the many comforts of the Homestead.

His is indeed a rugged existence, having to go hundreds of miles for a bit of pleasure. But please consider all of this confidential. Dupy would not want his former business associates to hear about his plight.

They might be misguided and feel sorry for him.

They might even offer his job back.

That would be disastrous.

"And I'm prepared to defend every item on it."



SOUTHERN AUTOMOTIVE JOURNAL

# STOP

**COSTLY DAMAGE  
TO ALTERNATORS**



## **BATTERY CHARGERS with ALTERNATOR PROTECTION**

Here's a complete line of chargers with automatic, built-in alternator protection. New, safe, they provide complete protection against damage to wiring harness, alternator and diodes. Exclusive Fox transistorized circuit assures that charger always operates, when properly connected. Even when battery is flat, protection is never switched off nor are additional batteries needed.



**FOX PRODUCTS COMPANY**  
4706 N. 18th Street  
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Convert your present charger  
with a **Safetronic®**  
**ALTERNATOR PROTECTOR**

**Model 120**—mounts on most  
chargers. Easily connected.  
Signal light indicates trouble.

# FOX

**METHODS AND EQUIPMENT  
FOR SELLING AND  
SERVICING BATTERIES**

## ELECTRIC SCREWDRIVERS

The 260 and 262 Super Screwdrivers offer extra power with a choice of clutches and speeds.

260

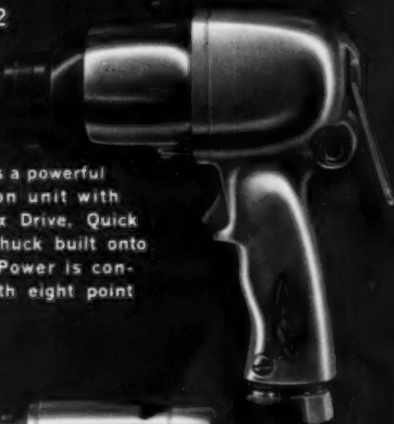


242

The 242 and 246 excel at getting into restricted areas, and offer a choice of clutches.

## AIR IMPACT SCREWDRIVERS

312



The 312 is a powerful production unit with 7/16" Hex Drive, Quick Change Chuck built onto spindle. Power is controlled with eight point selector.



303

The 303 Air Impact Screwdriver has a remote exhaust system. Power is varied with eight point selector.

# Get the EXTRA POWER

performance and  
dependability of

Thanks to "Certified SIOUX Power" if your drill is a SIOUX you know what it will do. Horsepower and torque for each SIOUX Electric Drill is rated, certified and stated in the catalog. You know the power is there. If you've had a SIOUX Drill before, you know how long it continues to deliver that power. Extra long life means extra low cost per year.

Super-Powered 1/4" (1472) and 3/8" (1477) Drills provide torque for the toughest jobs, at a choice of speeds. Their advanced design with brushes at the front of the drill permits easier servicing and cooler running.

The SIOUX 1495 All Angle Drill is one of the most popular of all professional drills. It's a rugged fistful of power that gets into the most restricted spaces. Ask your SIOUX distributor for a demonstration.

Use **SIOUX** all the way through!



1525

# SIoux

## ELECTRIC DRILLS



1472



1550

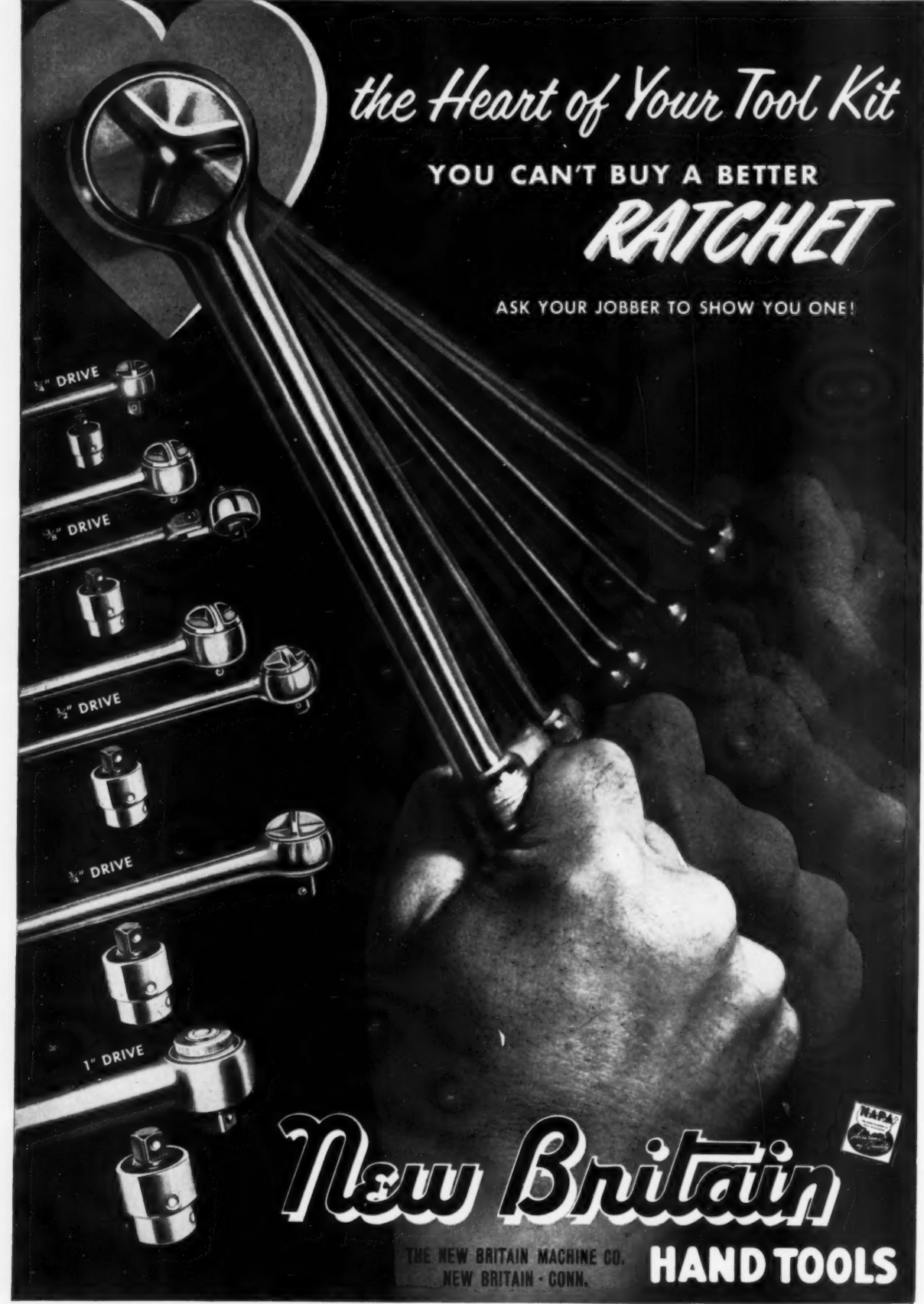


1495

### ALBERTSON & CO., INC.

Canadian Warehouse: 379 Comstock Road  
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▲ AIR & ELECTRIC IMPACT WRENCHES • DRILLS • SCREWDRIVERS • NUT RUNNERS • SANDERS • GRINDERS  
▲ ELECTRIC POLISHERS • FLEXIBLE SHAFTS • PORTABLE SAWS • VALVE GRINDING MACHINES ▲ ABRASIVE DISCS



*the Heart of Your Tool Kit*

YOU CAN'T BUY A BETTER

**RATCHET**

ASK YOUR JOBBER TO SHOW YOU ONE!

**New Britain**

THE NEW BRITAIN MACHINE CO.  
NEW BRITAIN - CONN.

**HAND TOOLS**



Wagner Electric Corp.'s Atlanta, Ga., branch held a recent service clinic with the O. K. Tire Stores in Tampa, Fla. Store managers from over the state who attended were Joe Ruthuen and Eugene Black of Lakeland, Charles King of Tampa, Dick Briggs and Hank Shettler of Bradenton, Harry Boone of Sanford, Jack Boyer of Maitland, Fred Nance of Orlando, Jay Anderson of Largo, Woody Burks of Pensacola, Bob Cummings of Fort Myers, Ed Malenski of Tampa, Bob Rowlette of Melbourne, Lou Skender of Merritt Island and Larry Barwick of Dade City.



### Thompson Retires at Chevrolet

I. W. Thompson, assistant general sales manager for parts and accessories merchandising and warehousing for Chevrolet, retired Nov. 1 after more than 40 years in the automotive business, the last 38 of which were with Chevrolet. A native of Baltimore, Md., Thompson was with Chevrolet briefly prior to joining the U. S. Army Air Service in World War I. In 1923, he rejoined Chevrolet Motor Division in Baltimore as a mechanic.

#### STATEMENT OF OWNERSHIP

Statement required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, July 2, 1946, and June 11, 1960 (74 Stat. 208) showing the ownership, management and circulation of Southern Automotive Journal, published monthly at Atlanta, Ga., and at additional mailing offices.

1. The names and addresses of the publisher, editor, managing editor and business manager are: Publisher, W. R. C. Smith Publishing Co., Atlanta, Ga.; Editor, William C. Herbert, Atlanta, Ga.; Business Manager, A. F. Roberts, Atlanta, Ga.

2. The owners are: W. R. C. Smith Publishing Co., Atlanta, Ga.; Estate of W. R. C. Smith, Atlanta, Ga.; W. J. Rooke, Atlanta, Ga.; O. A. Sharpless, Atlanta, Ga.; T. W. McAllister, Orlando, Fla.; E. W. O'Brien, Atlanta, Ga.; Mrs. E. L. Philpot, Atlanta, Ga.; J. C. Cook, Atlanta, Ga.; R. P. Smith, Atlanta, Ga.; A. F. Roberts, Atlanta, Ga.; Mrs. S. J. Jones, Atlanta, Ga., and William C. Herbert, Atlanta, Ga.

3. The known bondholders, mortgagees and other security holders owning or holding one per cent or more of total amount of bonds, mortgages or other securities are: None.

4. Paragraphs 2 and 3 include in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the Act of June 11, 1960, to be included in all statements regardless of frequency of issue.) 32,158.

A. F. ROBERTS,

Business Manager

Sworn to and subscribed before me this 20th day of Sept. 1961.

Notary Public, Georgia State at Large

SEBA J. JONES.

(My commission expires Feb. 28, 1962.)



## LEE puts an oil refinery in your customers' cars!

Just like an oil refinery, a full-flow LEE Oil Filter not only removes sludge and grit, it also *neutralizes acids* which often form as a by-product of combustion. This dual-action purifying process—made possible by LEE'S *Resinweld*® construction and unique antacid *Feridium*® anode—assures better engine performance greater customer satisfaction.



### Lee creates new concepts in filter design and efficiency

Every dual-action LEE filter gives you an *extra profit margin* as well as an extra sales feature: LEE Oil Filters remove dirt and neutralize acids; LEE Gas-O-Line Fuel Filters remove both sludge and water; LEE flame-proof Air Filters prevent under-hood fires caused by carburetor backfire. See your jobber today for the details.

## LEE FILTERS pipe profits into your pocket

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**UNITED DELCO? WHAT'S IN IT FOR ME?**

# simply say **Delco**

**AND POWERFUL UNITED DELCO ADVERTISING HELPS YOU SELL!**

When you simply say Delco you're identified by hard-hitting advertising that ties in directly with your own point-of-sale merchandising material from Delco . . . pulling in more customers for more business. This advertising goes to work for you everywhere! In Magazines: Look, Reader's Digest, and Post . . . CBS TV with the National Football League Game of the Week, and the big bowl games . . . NBC Radio with network "News on the Hour," "News of the World," "Emphasis," "Monitor" . . . On Billboards where people are constantly reminded to simply say Delco.

■ **DELCO ADVERTISING WORKS FOR YOU EVERYWHERE** . . . wherever they go, car owners in your neighborhood can't miss being reminded of the service you offer and the **UNITED DELCO LINES** you handle . . .

all famous products, manufactured by many General Motors Divisions and distributed through United Delco: Delco Remy Electrical System Parts • Delco Batteries • Delco Rochester Carburetors, Repair Kits and Chemicals • Delco Packard Wire and Cable • Delco Products Shock Absorbers • Delco Harrison Thermostats • Delco Hyatt Bearings • Delco New Departure Bearings • Delco Guide Automotive Lamps and Lamp Parts • Delco Moraine Brake Fluid and Brake Parts • Delco Appliance Windshield Wiper Systems, Heater, Defroster and Accessory Motors • Delco Radio Automotive Radios and Electro-Mechanical Devices • AC Service Parts • Hydra-Matic Transmissions. And Delco backing includes more:

■ **FREE SERVICE TRAINING** for you and your employees through your United Delco supplier . . . practical, scientific schooling at a nearby GM Training Center.



■ **UNITED DELCO CABINETS** to fit your needs . . . with well organized drawers and shelves, clearly marked for efficient parts storage.

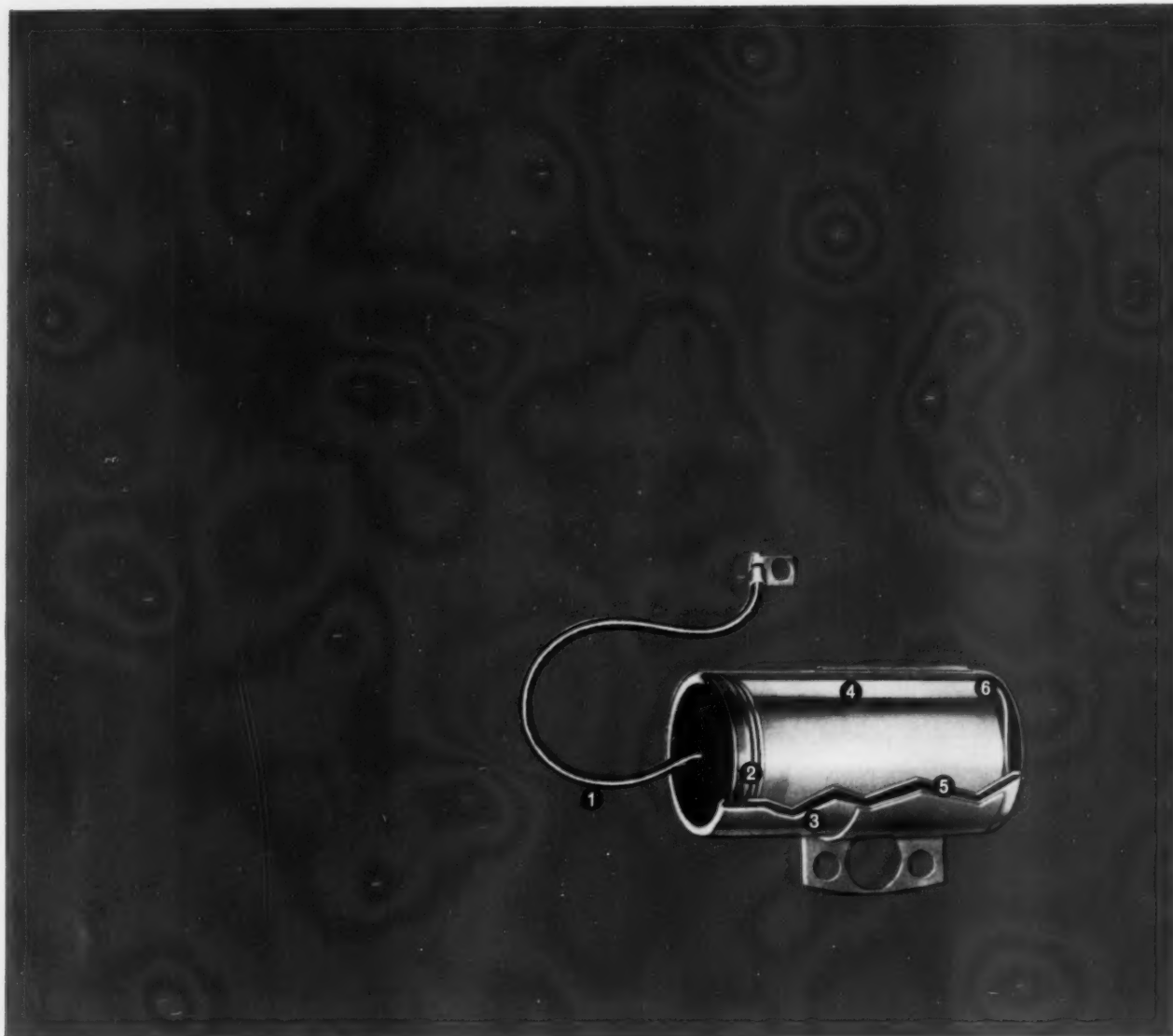
■ **DELCO INVENTORY CONTROL CARDS** checked periodically by your United Delco supplier. These cards come

with your cabinets, help simplify every inventory problem.

■ **DELCO CATALOG INFORMATION** makes your job easier . . . cuts guesswork with the latest application information. Call your United Delco supplier and find out what's in it for you from **United Delco**.

UNITED MOTORS SERVICE, Division of General Motors






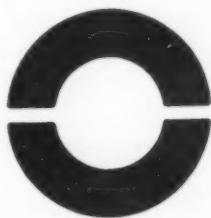
**WANT CONDENSERS THAT KEEP YOUR CUSTOMERS FROM SEEING RED?**

## **simply say Delco**

It's the quick, easy way to get the condenser that best meets your customer's needs—there's a Delco Remy condenser made for every popular American car and light truck. Precision balanced to match the rest of the ignition system, Delco Remy condensers assure correct electrical capacity, provide maximum contact point life and resist voltage breakdown. A hermetic seal keeps out harmful moisture, oil and vapors. Spring-loaded internal electrical connections to winding are vibration-proof. Your customers get more dependable operation—you get more repeat business plus maximum protection against "comebacks."

- 
- 1 PLASTIC CABLE insulation
  - 2 HERMETIC seal
  - 3 STRONG STEEL container
  - 4 WINDING impregnated under vacuum
  - 5 EXTRA THICK premium insulation
  - 6 SPRING-LOADED connector

**Delco Remy** condensers, like all Delco Remy quality-built electrical system components, are available at leading car and truck dealers and through **United Delco**



DELCO-REMY • Division of General Motors • Anderson, Indiana



# simply say Delco

AND BUILD BIGGER BATTERY BUSINESS WITH 4 BIG BONUS PACKAGES



There's no business like battery business in the winter months to come. Get ready to cash in on the selling season with special Delco service equipment that helps you check batteries **FAST, EASILY and ACCURATELY**. Get set for road service calls with the new, improved Delco Start-O-Pak. Check the four Delco Battery Winter Promotion Packages in this ad . . . then ask your Delco Battery supplier for details.

**1. DELCO-TRONIC BONUS PACKAGE.** Right now many Delco Battery wholesalers are offering the new pocket size, fully transistorized Delco-tronic Battery Checker at a special low price with a qualifying order of Delco Batteries. With the Delco-tronic you can check batteries faster than you check the oil.

**2. ELECTRO-CHECK BONUS PACKAGE.** Natural partner to the Delco-tronic Checker, this light load

tester tells you whether the battery should be replaced or recharged. Spot 'em with the Delco-tronic—test 'em with your Electro-Check meter and watch your battery charging, battery sales profits climb. Like the Delco-tronic Checker, the Electro-Check meter is being offered by many Delco Battery wholesalers now at a real saving with a qualifying order of Delco batteries.

**3. START-O-PAK BONUS PACKAGE.** Here's the perfect partner for road service calls or starting the tough ones that get pushed into your driveway. The new Delco Start-O-Pak has built-in polarity protection, built-in charger, spotlight and safety remote switch. The Start-O-Pak is being offered by many Delco Battery suppliers at bargain prices with a qualifying order of Delco Batteries.

**4. SPORTS PAK BONUS PACKAGE.** The new Delco Sports Pak provides portable power for campers, boatmen . . . and a wide variety of farm or indus-



#### —NET BIGGER PROFIT PER SALE WITH SPRING-RING BATTERY CABLE

trial needs. Get it now at a special price from most Delco Battery suppliers when you buy a qualifying order of fast-moving Delco batteries. The Sports Pak includes a plug-in light with 6-foot cable, a built-in charger and comes in a new corrosion-resistant plastic case.

AND, you can win one of 58 trips to the NASCAR Races at Daytona Beach. Attend one of the service clinics being sponsored by many Delco Battery wholesalers and you're eligible to enter the contest. **Delco Batteries** are distributed nationally through **United Delco**.

**DELCO PACKARD SPRING-RING** battery cables mean more profit for you on battery sales. All it takes is two more seconds to check the cable when you check a battery. And two seconds plus a pair of pliers is all it takes to connect **SPRING-RING** terminal. Just squeeze the tangs and it's on. Squeeze again, and it's off. The **SPRING-RING** terminal is universally designed for both positive and negative posts. **SPRING-RING** battery cables are original equipment for all General Motors divisions. **Delco Packard** automotive wiring is distributed nationally through **United Delco**.

UNITED MOTORS SERVICE, Division of General Motors





A 58,425-square-foot expansion at Ford Motor Co.'s 36-year-old assembly plant in Norfolk, Va., has begun production of body side panels for the 1962 Ford passenger cars. Body side panels previously had been shipped in from another plant. Some 50 employees work in the new building. Ford is the only automobile manufacturer with assembly facilities in Virginia.

## \$25,000 in Air Conditioning (Continued from page 49)

Sassin put in a little freon, which was all that was needed. Because so little fluid was needed, he suspected that something else was wrong. Even against the customer's protests that he was in a hurry and he was sure that the conditioner was all right otherwise, Sassin began checking and soon saw that the duct leading to the inside of the car was clogged. He removed it, cleared it and replaced it, showing the fretting customer the trouble as he did so. The unit ran perfectly then.

"The customer came in a few days later and thanked me for taking time to check out the job," Sassin said, "and apologized for being so gruff with me."

Another customer brought in his car and said he needed freon. Even before he checked the freon, Sassin saw that the fan belt on the unit was broken. He showed it to the customer, replaced it, started the motor, checked the temperature and found that the unit performed perfectly. A check of the freon showed that none was needed.

"It would have been simpler to have put in a little freon and allowed the hurrying customer to go on his way," Sassin explained, "but he would not have had the use of his air conditioner and he would likely have gone somewhere else to have it checked—and cursed us for not knowing our business."

Regardless of why a customer brings his car to the air-conditioning department, a mechanic checks it out completely. In the case of the broken fan belt, for example, Sassin, after replacing the belt, checked the temperature to be doubly certain that the broken fan belt was the only cause of the trouble.

The company maintains a modest display of new units on the floor of the main sales room, from a stock of ten to 30 units, and the service department likewise keeps at least one new unit displayed for the bene-

# MONKEY GRIP CAR MATS

- SUPERIOR QUALITY
- BEST FITTING FOR ALL CARS
- SMART STYLING
- MODERN COLORS
- MATCHING FRONT AND REAR
- DOOR-TO-DOOR AND TWINS
- FULL PRICE RANGE



more to sell — to  
make you more profit

M-55 AIR-FLITE CAR MAT  
Door-to-door protection — Universal fit including '62 standard and intermediate models. Also, Falcon and Comet. All colors. Matching rear mat available.



Strong boxes in attractive design and colors.

WRITE FOR  
COMPLETE NEW  
CATALOG.

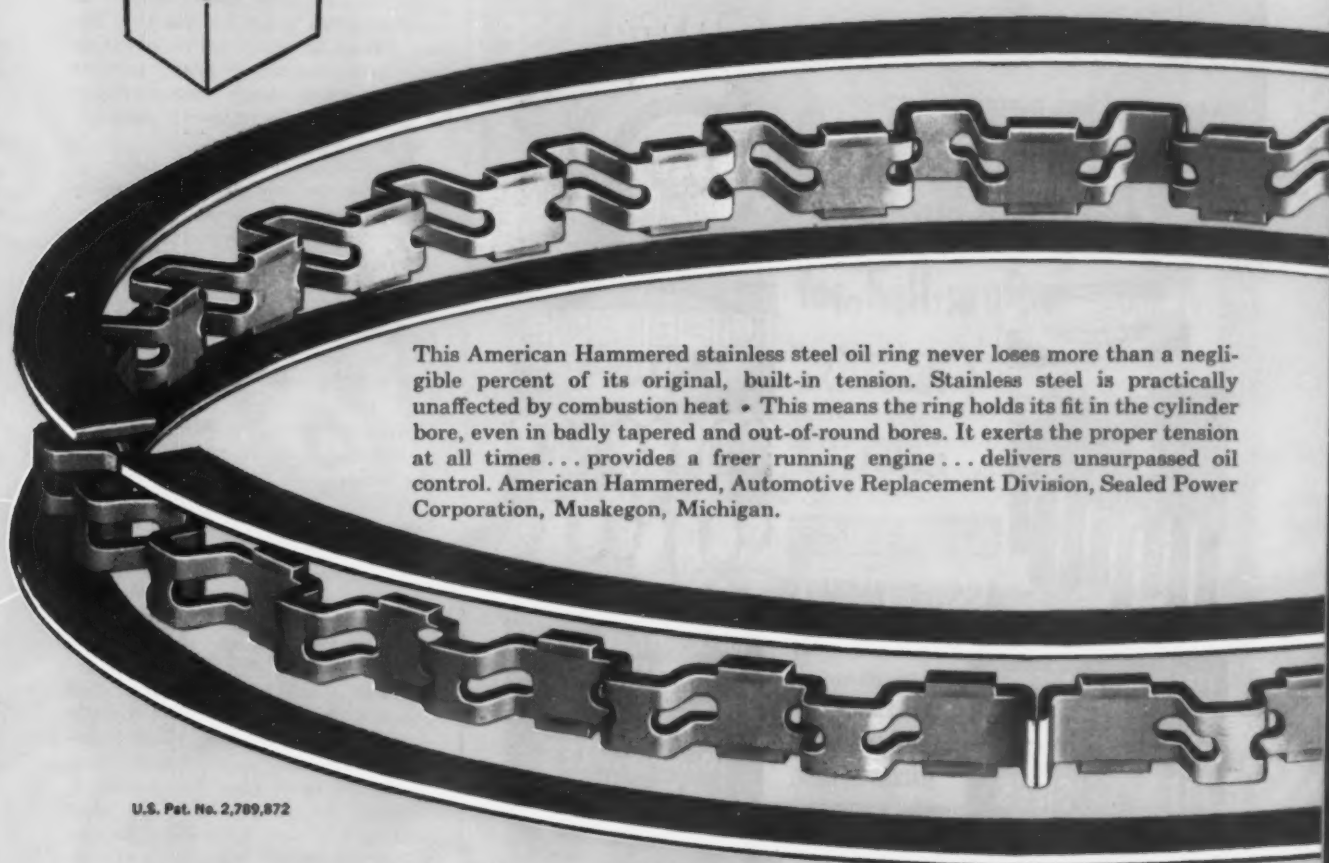
—showing full  
line for every  
car and price  
range.



MONKEY GRIP SALES CO.  
P.O. BOX 6170 • DALLAS, TEXAS



# They don't lose tension



This American Hammered stainless steel oil ring never loses more than a negligible percent of its original, built-in tension. Stainless steel is practically unaffected by combustion heat • This means the ring holds its fit in the cylinder bore, even in badly tapered and out-of-round bores. It exerts the proper tension at all times . . . provides a freer running engine . . . delivers unsurpassed oil control. American Hammered, Automotive Replacement Division, Sealed Power Corporation, Muskegon, Michigan.

U.S. Pat. No. 2,789,872

## AMERICAN HAMMERED



*stainless steel oil rings*

fit of a customer who may be in the market for a new one.

"We stock enough units to have what any customer needs," Brasher said, "rather than having to sell him something short of his specific requirements."

The service department does a steady business with other dealers in the general area who do not have adequate air-conditioning service. Dealers in considerably larger communities than Weimar send customers over with air conditioners that they have sold, with instructions for

Sassin to install them—at a previously set charge.

Others sell the customer on the idea of an air conditioner, then send him to Brasher, where the company not only makes the installation but furnishes the unit, with a modest discount going to the dealer who sent the customer.

"Some dealers prefer this to the expense and responsibility of maintaining their own air-conditioning service," Sassin explained. "This way they can make a modest profit from the sale of a unit and leave us

with the responsibility of servicing it, which we like."

## Ring Service

(Continued from page 40)

reached the end, go over them a second time. This will compress the gasket properly and insure even torque.

Test the thermostat before you reinstall it and, if necessary, install new radiator and heater hoses. Add a pint of rust resistor to the coolant. Also, it's good insurance to pressure-test the cooling system, particularly if you found evidence of coolant leakage at disassembly. Then you'll be sure there are no leaks at the head gaskets.

Install a new oil filter and put in the right amount of MS oil of the viscosity recommended for the outside temperatures. Don't forget to add an extra quart for the new filter. Break-in oil or other additives are not necessary with current service rings when the cylinder walls have been properly reconditioned.

Final adjustments and tests:

Service the carburetor air cleaner or replace the paper filter element. Look the engine over to see if you've missed anything. If everything is okay, start the engine and run it at fast idle to warm it up. Keep a close eye on temperature and oil pressure.

When the engine reaches operating temperature, adjust tappet clearances. With the car parked on as level a spot as possible, adjust the carburetor. You'll probably have to set the idle speed up somewhat faster than normal to get a smooth idle, but don't set it high enough to race the engine. Set ignition timing with vacuum advance line disconnected and plugged. See that the manifold heat control valve operates freely.

When that's all done, road-test the car. Accelerate at part-throttle a dozen times or more. Avoid wide-open throttle acceleration and, above all, don't race the engine.

Bring the car back into the shop and park it over some clean papers. After the engine has idled a minute or so, shut it off and check the paper for signs of oil or coolant leaks. If there is none, give the job one final inspection and turn it over to its owner.

## Ten Bucks for You

If you have some original, unpublished ideas on time saving in the shop, refer to page 117—and profit.

**NEWLY ENGINEERED  
TESTED & APPROVED**

# LIFELINE

## FAN BELTS and FLEXIBLE RADIATOR HOSE

give you this high quality indoor/outdoor

## FREE THERMOMETER

when you purchase





**either of  
these  
great  
LIFELINE  
ASSORTMENTS**



**FLEXIBLE RADIATOR HOSE  
ASSORTMENT NO. L-2500**

**25 FAST SELLING PIECES**

**17 MOST POPULAR SIZES**

For All Curved Hose Applications  
And Most Straight Hose Needs

PACKED IN THE SELF-DISPENSING  
STOCKMASTER DISPLAY

• MOLDED-IN SPRING • FABRIC REINFORCED  
• EXTREMELY FLEXIBLE • NON-COLLAPSIBLE

**ALL FAN BELTS  
AND FLEXIBLE  
RADIATOR HOSE  
SHOW INTERCHANGE  
WITH MOST  
POPULAR BRANDS**

**SUPER DUTY FAN BELTS  
ASSORTMENT NO. L-48A**

**35 QUICK MOVING BELTS**

**16 MOST WANTED SIZES**

Covers Most Cars and Trucks

PACKED IN THE SELF-DISPENSING  
STOCKMASTER DISPLAY

• LATEX DIPPED MULTI-CORD CONSTRUCTION

**GLOBE RUBBER PRODUCTS CORP.**  
ESTABLISHED 1911  
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**ED ZINNELL**  
296 14th St., N.W.  
Atlanta, Georgia



**If you're tuning engines  
without tuning automatic  
transmissions...you're working  
for half-profits**

Every good mechanic knows that you can't properly tune up an engine without tuning the automatic transmission, too. The mechanic who tunes up one without tuning up the other, endangers his *good* service reputation—cuts his potential profit in half.

With Thompson Products' complete line of automatic transmission parts, any mechanic who can service an engine can now perform 75% of all automatic transmission repair work. See your Thompson Products' jobber today and start getting your share of high-profit automatic transmission income.

**SOLD THRU THE WORLD'S FINEST JOBBERS**



**Thompson Products Replacement Division**

**Thompson Ramo Wooldridge Inc.**  
Cleveland 3, Ohio

## Automatics: \$50,000

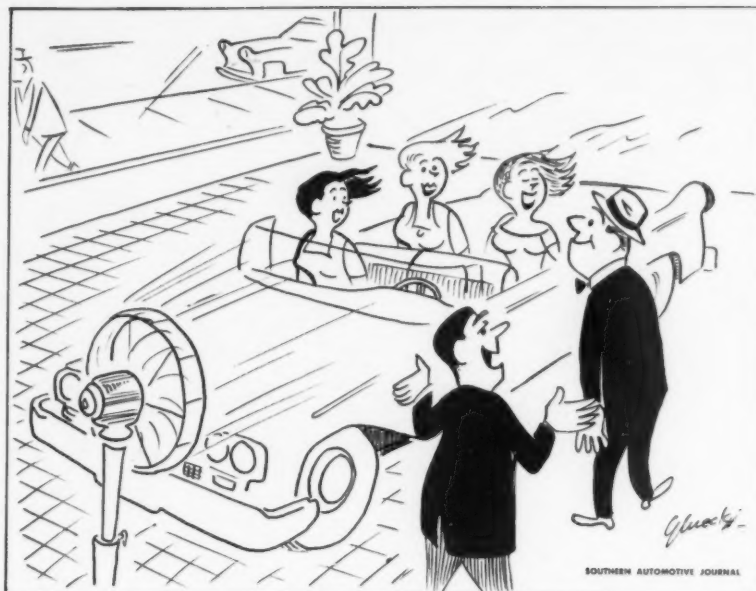
(Continued from page 48)

refusal to perform a patch-up transmission job, regardless of how much of a hurry a customer may be in or how much he insists that the job be done quickly even if it will serve only temporarily.

"We do a patch-up job and turn it over to the customer and explain what it is—only a temporary remedy—and he has trouble in a few days and he blames us for poor workmanship. He overlooks our reminding him that the job was the patch-up that he insisted on. We prefer to lose a job rather than omit any one thing that is necessary to put the unit back in proper working condition."

A basic factor that the Killebrews have found essential in building a profitable transmission business is a stock of all basic tools used in repairing the various makes of transmissions. These tools are not necessarily elaborate, but certain makes of transmissions call for certain specialized tools for most efficient work, and the management stocks these as fast as car manufacturers install new or improved transmissions.

"And we go to all the available



"Go ahead. Get in and get the spirit of the job."

transmission schools," Milton Killebrew pointed out. "About the time you think you know all there is to know about servicing automatic transmissions, along comes some-

thing different on a transmission and you've got to go to school to keep up with those changes and improvements. You never get through learning."

# NEW!

completely modern...  
accurate!  
NIEHOFF ignition  
testing equipment

All new, all the way through... from the sleek, modern styling of their durable outer cabinets to their built-in accuracy. This new Niehoff ignition testing equipment was developed to make you and your station a tune-up leader. You'll like their compactness, easy-to-read dials, simple controls, convenient handles, long trouble-free performance.

Your Best Off with NIEHOFF!

See the complete line of Niehoff Ignition Parts and Testing Equipment at your NIEHOFF Jobber—or write direct today.

# NIEHOFF

AUTOMOTIVE PRODUCTS

C. E. NIEHOFF & CO. • 4825 W. Lawrence Ave. • Chicago 38, Illinois

Branch: 1720 West Chicago Road, Oak Brook, Ill.



He is an avid reader of all literature furnished by car manufacturers and transmission makers, to supplement his schooling and to help him keep ahead of demand for service.

"The customer should not be expected to pay for a mechanic's lack of knowledge of his job," Milton Killebrew said.

In addition to buying all new tools available to speed work on transmissions, the company also stocks about \$7,500 worth of parts in order to expedite service to customers who are in a hurry.

"And what customer isn't?" Killebrew asked with a grin.

The garage works on a basic flat-rate plan, so that a car owner knows approximately what his transmission job is going to cost when he leaves the car. A seal job, for example, is \$30 for labor, plus parts. A complete overhaul ranges from \$42 to \$65 for labor, depending, of course, on the make of car.

The garage obtains some business from smaller garages which don't attempt to overhaul transmissions. This business has come as a result of Milton Killebrew's visiting the owners and offering them a commission of 25% on all parts needed for the overhaul, but there is no com-



Attendees at a Ramco piston ring clinic held recently by The Auto-Equip Co., Rocky Mount, N. C., obviously enjoyed a barbecue and chicken dinner planned by company personnel and Charlie Watkins, with a 12-girl floor show and door prizes as bonus features. J. D. Winstead is owner of this operation.

mission on labor. The smaller operators like the plan because it keeps control of the customer with them and at the same time they make at least something on the parts.

"We advertised modestly in the local papers and used a few spots on local radio stations, when we first started featuring automatic transmission service," Milton Killebrew

said, "but we do virtually no advertising now.

"Customers recommend us to their friends, and our sign out front brings in some business. As a result, we keep the shop filled without further promotion.

"Before we can increase business further, we are going to have to have more working space. We hope to have that soon."



## NEW! sales merchandising cabinets! new ignition assortments!

Completely new, functionally designed merchandising cabinets, handsomely styled to compliment your station. Each cabinet can be locked, features streamlined stock control and can be hung on wall or placed on modern legs. Service stocks are made up of the fastest turnover items selected to give you quick returns on your investment.

Every assortment has free gift pack that more than covers cost of cabinets. In addition Niehoff supplies easy-to-use tune-up manuals, banners, posters, decals, signs, charts, catalogs and bulletins.

### Your Best Off With Niehoff

See complete line of NIEHOFF Ignition Parts and Testing Equipment at your NIEHOFF jobber or write direct today.

# NIEHOFF

AUTOMOTIVE PRODUCTS

C. E. NIEHOFF & CO. • 4825 W. Lawrence Ave. • Chicago 31, Ill.

## FOR HIDDEN BODY SQUEAKS

in weatherstripping . . . window channels . . . trunk seals . . . rubber bumpers . . . hood lacing

It takes a lubricant of super strength . . . and extreme temperature range to effectively stop squeaks in these trouble spots.

SIL-GLYDE is the answer. . . it has far greater film strength than ordinary lubricants. Provides longer lasting lubrication on rubber-to-rubber and metal-to-metal surfaces. SIL-GLYDE is waterproof . . . won't wash out, freeze, gum or melt. Prevents weatherstripping from freezing, sticking and pulling apart in cold weather. Performs from 20° below to 400° above zero.

Put SIL-GLYDE to work for you. Excellent to silence body squeaks in hardtops, convertibles and station wagons. (Also ideal for brake lubrication.)

## SIL-GLYDE

LUBRICATING COMPOUND with SILICONE



1 1/4-oz. bubble-pack tubes; 4-oz. tubes; 8-oz. cans; 6 and 16-oz. aerosols.

Another "STANDARD OF THE INDUSTRY" from



AMERICAN GREASE STICK COMPANY

Muskegon  
Michigan

30-390



" . . . Er, you think it over carefully while I stroll home for dinner, eh?"

### Handicapped Fill Gap

(Continued from page 47)

the middle three fingers of his left hand and now works as a mechanic in a shop in Sabetha, Kan. Bill Bloss, only 22, with a disability since birth that left him with poor muscular coordination, is a body and fender man for a Dodge dealer in Ottumwa, Iowa.

Miss Littrell looks forward with keen interest to a deaf student who will take a diesel course this year. The son of a faculty member at Syracuse University, he has been deaf since he was one year old. He has been taking speech therapy and, according to Miss Littrell, his speech has improved greatly in the last few months. He likes diesel work and his father has wisely permitted him to go ahead with it despite the handicap.

The lot of handicapped mechanics often is not easy. But they need to make a living, too, and many times a job will at least give them something to do and help them from becoming discouraged.

Problems are bound to arise for these persons. Many of them prefer to aim for a shop of their own where they can be their own boss. Others find it better to work for someone else. One of the obvious risks of the latter course is the reluctance many garage owners have for taking a chance with handicapped persons. However, this is generally overcome

when they are given a chance to show their ability.

In interviews with several handicapped persons and individuals who are familiar with their problems, several suggestions come up that may help others with similar problems who hope to have a shop of their own.

The main thing is the desire. A deep desire to succeed will invariably enable a person to overcome any handicap. This is expressed as the primary motive by nearly all of those interviewed.

A good friend who is a mechanic and can be trusted is of vital need, especially to blind persons. This may be the mechanic's wife or another family member. "Cap" Russell has his wife and older boy to drive vehicles for him and help in other ways. Stewart's wife often joins him in the garage to help with some mechanical problem.

Seeking a locality where the neighborhood is congenial and doesn't resent a handicapped person with a small business is also important. These individuals don't want a handout but, like anyone else, they merely want a place where they can be undisturbed and free to take care of their business.

A chance is all most of the handicapped persons need and, given this, they can succeed and be a credit to their business and community — as many have already proved time and time again.

COUNT YOURSELF IN ON THIS

**Soundmaster** MUFFLER

Take advantage of this special offer. Get these two outstanding Soundmaster tools — each designed to save time, speed service, increase profits. Buy them at your regular mechanic's net price and receive the two FREE service aids shown below. It's a limited time offer. Get yours now.

**CALL YOUR N.A.P.A. JOBBER TODAY!**

**DK-147  
SERVICE AID**

**SPECIAL**

Buy  
these  
2 tools  
at your  
**MECHANIC'S  
NET PRICE**

A "GET ACQUAINTED" OFFER ON SOUNDMASTER SERVICE TOOLS



DK-138

*Soundmaster*

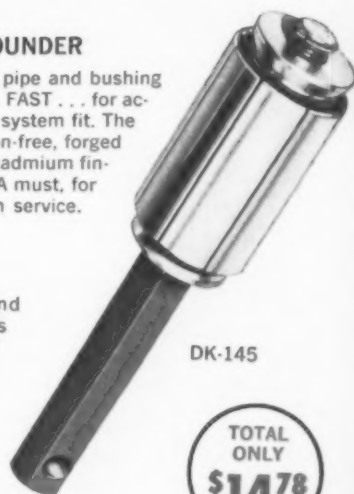
**DK-138 PIPE ROUNDER**

Now you can reshape pipe and bushing ends, inside and out . . . FAST . . . for accurate, gas-tight exhaust system fit. The DK-138 is a smooth, friction-free, forged steel cone with a rust-proof cadmium finish and safe knurled handle. A must, for fast, profitable exhaust system service.

*Soundmaster*

**DK-145 PIPE EXPANDER**

Quickly removes clamp grooves and dents from pipes and muffler bushings — leaving smooth rounded surfaces for perfect replacement fits. Re-forms pipes of 1 1/8" I.D. to 2 1/8" I.D. up to a length of 6 1/2" . . . molded rubber segment retainer rings are oil and grease resistant for long life . . . all metal parts are rust proofed.



DK-145

TOTAL  
ONLY  
**\$14<sup>78</sup>**

DK-147 SPECIAL: DK-138 SUGGESTED NET \$5.93 Plus DK-145 SUGGESTED NET \$8.85

You get  
these 2  
service  
aids  
**FREE**

**DK-160 EXHAUST SYSTEM  
REMOVAL OIL**

New, DK-160 rust solvent developed especially to help speed up your exhaust system service. Outstanding features are greater SPEED and PENETRATING action . . . greater SPREADING ability . . . gets into remote crevices . . . breaks rust FAST on all bracket, hanger or clamp connections.



YOURS  
WITHOUT  
COST

**No. 3170 MUFFLER-PIPE  
SEALING COMPOUND**

Now, you can properly seal exhaust system connections against noise and gas leakage with Soundmaster's amazing self-drying asbestos compound. So easy to use, even inexperienced mechanics can make fool-proof, leak-proof joints.



YOURS  
WITHOUT  
COST



**AVAILABLE THROUGH YOUR NEARBY N.A.P.A. JOBBER**

**DE KOVEN MANUFACTURING COMPANY, Racine, Wisconsin**

## Front-End Success

(Continued from page 42)

be carried out.

This morning another instance was a commonplace occurrence. One of our customers thought it was time for a minor checkup. No work had been done on his car in many a month.

With a complete inspection we found faulty kingpins, bad bushings, the A-frame bent on the right side from a pothole he had hit during the snowy winter months. After all

this was corrected, a wheel balance job had to be done. This sale came to \$65.

Another driver brought his Plymouth in, complaining it was pulling to the left. We gave it our full routine inspection. We found the frame rail on the left side broken above the ball joint cradle. We had to weld and reinforce the frame, install upper and lower ball joints, reset the torsion bar and align the front-end. Another \$65 sale resulted.

We have no promotions, no specials, no shortcuts. I do all the in-

spections, keep my repair order pad and pencil handy and note every item I find worn and defective. All three of us have had years of experience working with the front-end machine and we are all skilled in brake, wheel balance and general automotive repair.

My investment in front-end rack, toe-in gauge, camber and caster gauge, light adjustment machine, jacks, handtools, etc., is approximately \$6,000.

When all aspects of my operation are reviewed and I am asked what single factor more than anything else has contributed to my growth in volume, I'd put my finger on personal concern for my customers' cars. Frankly, I knock myself out for my customers. Many shops take pride in conscientious work faithfully carried out.

I go over and beyond this, I believe. I put 30 to 40 minutes of inspection on every car. A customer may come in at 5 p.m. thinking he needs nothing more than a look-see—just wanted to check because he's taking a one-day trip out of town. It turns out he needs the whole works—front-end, brake lining, wheel balance.

Can I tell him at this hour he's okay?

To come back and see me when he returns?

No, I put all my cards on the table and I'm still in the shop at 10 p.m., long after everyone has gone home, determined to put a safe car back into his hands. This is not a unique case. Again and again, practically every night of the week, I'm hustling to get cars in good mechanical repair as fast as I can and back to my customers.

I advise my customers to have a front-end checkup every six months. Tires should be checked for wear every 5,000 miles. I tell them to come promptly when they notice changes in the performance of their cars—let's catch defects while they are minor.

It's inconvenient to keep running to a shop, or doing without their vehicles, they complain. But they know Johnny will knock himself out doing a good job in as short a time as possible.

This is the secret of my growing business.

## New Mexicans Set June 8-9

The annual convention of the New Mexico Automotive Dealers Association will be held in Roswell June 8-9. Rex Desmond of Desmond Ford is convention chairman.

# When the Car is Over 3



...it's time to change the

# MOTOR MOUNTS

Motor mounts take quite a beating—and after 3 years "They've had it". Constant torque reaction and oil soaking reduces their effectiveness. Preventive maintenance experts recommend an automatic motor mount check-up on every car three years old or more.

**IMPORTANT.** Save time and grief—install motor mounts in sets—front and rear—and use the time saving installation assembly kits.

**GO ALL THE WAY**



**USE THE TIME SAVING INSTALLATION ASSEMBLY KITS**



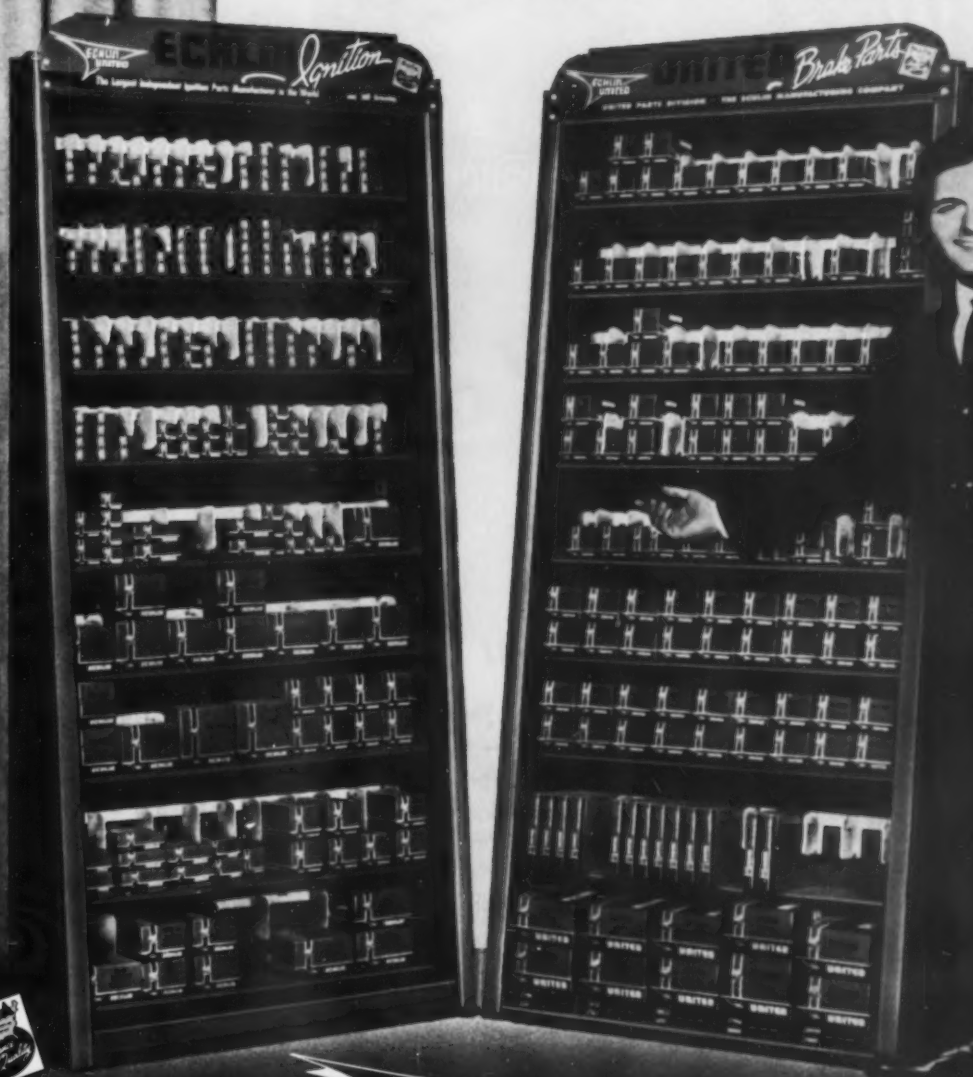


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A DIVISION OF ANCHOR INDUSTRIES, INC.  
1725 LONDON RD. — CLEVELAND 12, OHIO

Form No. 161

# *Visumatic* selling and service... an unbeatable combination!

- STOCKS INDIVIDUALLY TAILORED FOR YOU
- THE PART YOU WANT WHEN YOU NEED IT
- BALANCED INVENTORY—FAST TURNOVER
- EVERY PART A GUARANTEED SALE
- ANNUAL MODERNIZATION
- EVERY DOLLAR YOU INVEST 100% PROTECTED



**ECHLIN** *Ignition* **UNITED** *Brake Parts*

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UNITED PARTS DIVISION • CHICAGO, ILL.

ECHLIN-UNITED OF CANADA, LTD., TORONTO

IGNITION & ELECTRICAL PARTS • HYDRAULIC & POWER BRAKE PARTS • BRAKE CABLES • BRAKE FLUID • SPEEDOMETER CABLES

## Vehicle Registrations

(Continued from page 41)

Columbia, 2.0%; West Virginia, 1.2%, and South Carolina, 1.1%.

By the end of this year registrations should reach 76,007,000, a gain of 2,106,000 over the 73,901,471 registered in 1960, the bureau figured. The estimate is based on reports of state registration agencies.

Passenger cars are expected to total 63,488,000, a 2.9% increase over '60, and trucks and buses are expected to number 12,519,000, a gain

of 2.5%.

The anticipated 2.8% rate is less than in most recent previous years when the figures were: 1954, 4.1%; 1955, 7.2%; 1956, 3.9%; 1957, 3.0%; 1958, 1.7%; 1959, 4.3%, and 1960, 3.3%.

California leads the states in the expected '61 registrations with 8,100,000, followed by New York with 5,100,000. Texas, Pennsylvania and Ohio will each have over 4,000,000. Illinois and Michigan will have over 3,000,000 and New Jersey, Florida and Indiana will have over 2,000,000.



Theodore R. Evans (top) has been elected vice president—central group of Associates Investment Co., South Bend, Ind., and Bud H. Rea (bottom) was elected assistant vice president—central group, according to Oliver C. Carmichael, Jr., chairman of the board. Evans joined the company in 1946 as an adjuster for the Tulsa, Okla., branch. Later he was branch manager in Beaumont, Texas, Lake Charles, La., Port Arthur, Texas, and Oklahoma City. Rea, who joined Associates in 1942 as a branch representative in Meridian, Miss., was transferred to Memphis in 1954 and later became branch manager there.

# NEW...from

# GRIFFIN

## popular armored clearance lamp



# NOW

## with flat-base mounting!

● Here's the all-time favorite clearance-marker lamp—now improved for quick low-cost, easy installation, long life, maximum visibility. Flat-base mounting requires only small-diameter hole for wire entry . . . eliminates connector socket extrusion and need for templet drilling in installation.

Rust-proof, corrosion-proof pressurized aluminum combines strength and lightness, making lamp ideal for use on aluminum trailers. Armored turret design provides complete lens protection,

increased lens area. Interior Acrylic lens optics—smooth outside surface for easy cleaning. Economically priced.

This Model No. 112-F is another typical Griffin advancement . . . another attractive number in the complete line of Griffin safety lighting equipment.

THE GRIFFIN LAMP COMPANY  
SHELBY, MISSISSIPPI



These ten states account for 54% of the total registrations. Smallest registrations (less than 200,000) will be in Alaska, Delaware, Nevada and Vermont.

### Chevrolet Promotes Silvey

Frank C. Silvey, a native of Dillwyn, Va., who has been with Chevrolet 28 years, has been named assistant general sales manager for the division's parts and accessories merchandising and warehousing, replacing I. W. Thompson, who retired. Silvey joined Chevrolet in 1933 as a clerk to the parts and service manager in Harrisburg, Pa. He became branch manager in Richmond in 1951 and later held a similar position in Baltimore.

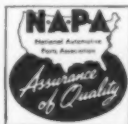


## "Monmouth really concentrates on service . . .

. . . that's why I depend on Monmouth. I can get any bearing I want, as fast as I need it, just by calling my NAPA jobber. And I know Monmouth stands behind my jobber in making a product that's tops in quality. You can't beat that combination of quality and service. It makes my business a lot simpler and more profitable."

says Flake Wells, Jr., Owner  
Wells Garage  
El Paso, Texas

If you want performance that pays off, use Monmouth Bearings in all your engine rebuilds. For instant service, call on your NAPA jobber. He can give you complete Monmouth service on all your engine bearing requirements.



## **MONMOUTH Engine Bearings**

**CLEVELITE SERVICE:** Cleveland Graphite Bronze • Division of Clevite Corporation • Cleveland 3, Ohio



# LINE UP with

**Wagner**  
Lockheed

## BRAKE SERVICE PRODUCTS

unsurpassed for quality



**Wagner Lockheed**  
the No. 1 Line  
O.E.M. QUALITY  
for 37 consecutive years

The safety of your customers can depend upon the quality of the brake products you use. So, for safety's sake standardize on Wagner Lockheed Brake Parts... Brake Fluid... Brake Lining. It's the *complete* line—covers all American and many foreign-made cars. You'll turn out better work, and you'll be time and money ahead by using these Wagner Lockheed products of O.E.M. (Original Equipment Manufacturer) Quality.

ONE CALL GETS ALL your brake service needs from one source—your Distributor of Wagner Lockheed Products.

# THE LEADER

increase your sales...turn out better, safer brake jobs

**Wagner® Lockheed®**

**offers you more real help than any other  
manufacturer in the brake service field**



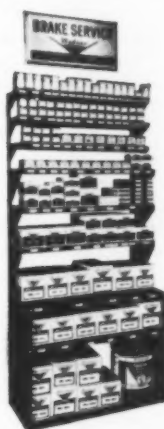
## PROMINENT IDENTIFICATION

Become the brake service headquarters in your area. You get PROMINENT IDENTIFICATION through a brilliant electric sign or a large curb sign. Choice is available to Wagner Lockheed Franchised Dealers. Ask your distributor how easily you can qualify.



**SERVICE MANUAL, PARTS CATALOG, BRAKE SERVICE BULLETINS**—provide you with latest information...“HOW-TO-DO-IT” Maintenance Manual containing brake service diagnosis saves time for mechanics... **FREE CATALOG** covering complete line is yours for the asking... And up-to-the-minute Brake Service Bulletins furnish valuable tips on solving brake problems.

**DIRECT MAIL CARDS, NEWSPAPER MATS, POSTERS**—are available to help you get more customers to come to you for brake service.



## BRAKE PRODUCTS MERCHANDISER

saves you time. It lets your distributor salesman keep your inventory balanced. You have the brake products you want on hand—when you need them. Merchandiser comes to you with your choice of four balanced assortments, each providing big coverage with small inventory. Steel cabinet measures 6 x 3 x 1½ feet.



## “HOW-TO-DO-IT” INSTRUCTION SHEETS

—another first introduced by Wagner—are included in every box containing Wagner Lockheed Lined Brake Shoes, and in all Power Brake Repair Kits... These easy-to-follow instructions make it simple for the mechanic to turn out good work.

**BRAKE SERVICE CLINICS** sponsored by Wagner Distributors help your mechanics learn the latest methods in brake service to turn out better, safer brake jobs.

## MAIL COUPON TODAY! Get complete information.

### Wagner Electric Corporation

6362 Plymouth Ave., St. Louis 33, Mo., U. S. A.  
(Branches in principal cities in U. S. and in Canada)  
Manufacturers of LOCKHEED® Products

Send details on Franchised Dealer program and sales help.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

## No Home for Stamps

(Continued from page 34)

none will be at a disadvantage or advantage."

H. L. Holt, Holt Pontiac Co., Mullins, S.C.—"Trading stamps are bad for clean business. They should be outlawed."

McCarthy Chevrolet Co., Shelbyville, Ky.—"Absolutely would never use them. They should be outlawed. Our object should be total profit, not sales."

Roy Evans, Evans Motor Co. (Ford), Talladega, Ala.—"I think them a poor sales tool and do not see how they can be afforded on cars. I do not think stamps are effective on any major item that is seldom bought."

Hubbard Garage (International), Ozona, Texas—"I think the business that is worthwhile is not interested in stamps. I think the only people who make money on stamps are the stamp companies."

C. W. "Bill" Thomas, Harley Thomas-Ford Dealer (Ford), Stillwater, Okla.—"I believe stamps do help to get payments in more promptly (by the 10th). We have given them on service and station sales since 1934. We have not given them on car sales. We do not know if they more than offset their cost."

And, now, some views from operators of garages and service stations:

Joe G. Miller Garage, Fort Worth, Texas—"I never did use trading stamps and I don't think I ever will,

because I don't believe in giving something free to get people to come into your place of business.

"I have been working for myself for over 30 years and still have plenty of work in my shop every day, and I think the reason for that is that I give the people their money's worth in labor and parts.

"Now I am not saying that they are no good or to outlaw them; I just don't see why you have to bait someone to get him to trade with you."

Paul F. Drumm, Drumm Auto Service, Albuquerque, N. M.—"In auto repair business good, honest, dependable service sells itself. I don't think stamps help any. We did issue stamps (ten stamps for \$1 purchase). I don't think they offset their cost. I don't necessarily say outlaw them as they may be a drawing for places selling only merchandise."

Raymond J. Raw, R.F.D. Garage, Seaford, Del.—"Trading stamps are very good. I know people who won't trade where no stamps are given and will drive 20 miles just to get them. We have never used them in our garage. I think they more than offset their cost and do not think they should be outlawed. Why interfere if they stimulate sales? We've got too many restrictions and outlawed or voided laws now."

C. W. Bell, Bell Frame & Brake Service, Dothan, Ala.—"Trading stamps are no good. Somebody has got to pay for them."

W. M. Williams, Williams Garage, Ridgely, Md.—"We have used them

and think they more than offset their cost. We don't think they should be outlawed."

E. E. Crase, Banks & Crase, Jenkins, Ky.—"Trading stamps as a builder of sales volume depend entirely on the locality. We have used them and think the stamps do not offset their cost."

Lavon Johnson, Johnson & Johnson, Lockney, Texas—"If you have anything to give to the customer, take it off the price of the article."

E. W. Allen, Allen & Bazzoon, Cleveland, Texas—"As for trading stamps building sales volume, you have heard the story of the man and the mousetrap? The customer is the one who pays, one way or another."

Chester C. Garrett, Garrett's Garage, Malvern, Ark.—"They are a minus to good business. Why fool my customer and make some stamp company happy? We have used them and do not think they offset their cost. They should be outlawed."

### Stamps Brought No Increase

L. E. Kirker, First Street Motor, Seminole, Okla.—"They seem to work in a lot of ways, but I am against them. I used stamps for about six months without a noticeable increase in business. I do not think they offset their cost; they should be outlawed."

Albert C. Hogan, Jr., Hogan Auto Service, Columbus, Ga.—"If I buy merchandise and the price of stamps is concealed in the price, I have been treated unfairly. If I buy merchandise and accept stamps that the price came out of the merchant's legitimate profit, I am unfair.

"In my opinion, trading stamps have about the same relation to business that mites have to chickens, fleas have to dogs and erosion has to farmlands. I don't have anything against the stamp boys, but I would suggest that they go to work and earn a living and not be a parasite on somebody else's business."

W. Athell Yon, Yon Brothers Garage, Charleston, S.C.—"Personally, I don't believe or think that any inducement or incentive other than quality merchandise and quality workmanship should be used as a medium of building sales volume. It seems as if now that more and more premiums are used as lures for business. We may be caught in this web and forced to use such measures, but I surely hope not.

"Some of the business and accounts that may be secured using this method may prove not the most desired ones. Another factor not to be overlooked is that premiums for sales are most appealing to feminine buyers—and they control many

"Here you are, folks. While I'm taking care of this gentleman who came in first you can listen to me on tape."



SOUTHERN AUTOMOTIVE JOURNAL

WAGNER® LOCKHEED®... NUMBER ONE IN O.E.M. QUALITY FOR 37 YEARS

**Wagner**  
Lockheed

**BRAKE PARTS**  
reduce  
"comebacks"



***O.E.M. proved  
and pre-tested...  
you know they'll  
fit right...  
work right!***

THESE PARTS WORK RIGHT because Wagner Lockheed Brake Parts for service needs are made to the same specifications as those used for OEM. They have been thoroughly researched and tested, not only by Wagner, but by car, truck and bus manufacturers. They are pre-tested in actual use on millions of vehicles before they become available for service requirements.

The Wagner Lockheed line is the most complete line of hydraulic brake parts on the market. It includes master and wheel cylinders, repair kits, pistons, springs, washers, cups, hose, brake cable and all related items for every make and model vehicle.

For details on this line of O.E.M. (Original Equipment Manufacturer) Quality—ask your Wagner Distributor... or write us for Catalog AU-500.

**Wagner Electric Corporation**

6362 PLYMOUTH AVENUE, ST. LOUIS 33, MO., U.S.A.

Manufacturers of LOCKHEED® Products

of the purse strings.

"If it comes to where we have to use such methods as trading stamps along with quality merchandise and workmanship," said this immediate past president of the Independent Garage Owners of South Carolina, "we'll have to join the throngs. But if we use the stamps or premiums at a sacrifice as to quality, let's not. We won't!"

**T. E. Futch, F-J Automotive, Irving, Texas**—"Trading stamps are very poor as a sales volume builder. We used \$1,800 worth in eight months. This business could not support that much without that much increase. We do not think they offset their cost and feel that they should be outlawed. I think the merchant is the one being fooled."

**Ed Springs, Springs Auto Service, Hot Springs, Ark.**—"They might possibly increase sales, but in the long run will cost more than they are worth. They make crooks out of good dealers, because they have to cheat somewhere to break even on them."

"This is the biggest hoax ever palmed off on a gullible public. They pay anywhere from a penny a gallon on gas to 25 to 50 cents more on lube and wash jobs for about one to three cents worth of stamps."

**Wes Mounts, Auto-Lectric, Enid, Okla.**—"They build sales volume for the stamp company—for the businessman, no. We have built our business and it has increased year after year on good service and good merchandise at a fair price. We spend our money for newspaper ads and radio. We always have pencils, blotter pads, calendars, ice scrapers or some other useful item to give our customers from time to time and feel that they promote more goodwill than all the stamps."

**Thomas R. Hines, Tom Hines Service Station, Louisville, Ky.**—"Personally, I think it is the worst

thing that a person could get involved in. It's like the Berlin crisis. What's to become of us? Stamps are a parasite."

**Milton Walker, Edgecombe Mobil, Rocky Mount, N.C.**—"My opinion is if only one business in each type of trade had stamps, it would be a business builder. I do not think they are as used now. Anyone can give his product away."

**Clifford C. McDougald, McDougald Service Station, Bainbridge, Ga.**—"I have never been in favor of them. They should be outlawed, by all means."

**Vernon Trawick, Vernon's Service Station, Dallas, Texas**—"I may go broke, but not giving stamps. If I gave stamps away on the amount of business that I am doing now, I would be broke in six months. They are no good to anyone in business. We have used them and we don't think they offset their cost. They should be outlawed."

**Marvin Richardson, Richardson Texaco Service Station, Louisville, Ky.**—"They will build sales but won't cover cost. We have used them. They should be outlawed."

**J. Richard Gardner, Eldersburg Esso Service, Sykesville, Md.**—"My business is in a suburban area where all gasoline dealers cooperate on prices. We have no stamps in our area. I do not believe in outlawing stamps. It would not help, because some other form of 'business builder' would be used."

"In my business I believe good service is the most important factor in promoting more business. Service is just as important, if not more so, than price."

**Charles Blackshear, Blackshear's Service Station, Albany, Ga.**—"Trading stamps are a parasite on the business world."

**G. G. Allen, Allen's Service Station, Burlington, N.C.**—"I don't think anyone benefits from trading stamps

save the ones who make and sell the stamps."

**D. Morrisette, Dave's Service Station, Bluefield, W. Va.**—"Trading stamps should be outlawed everywhere."

A Buick-Pontiac dealership in South Carolina's Pee Dee section said, "We have never used trading stamps, but believe they could be good."

A Texas Cadillac dealer termed the stamps "no value in the long run. Administrative costs adds to price of product."

A North Carolina Oldsmobile dealer, who withheld use of his name, said he had found giving 5,000 stamps on each used car to be "very good." They more than offset their cost and should not be outlawed, he added.

**W. A. Gehring, Walt Gehring Motor Co., used-car dealer of Lamesa, Texas**, termed the stamps "ridiculous" as a builder of sales volume.

"That is what is the matter with our nation today—too many gimmicks, from the top on down," he said. "The way I see it, the first few may benefit by giving stamps and in a sense forces the others to follow. Just think if everyone would give stamps, then the gimmick is no longer an incentive or inducement one over the other. Besides, detail has increased five times in the last ten years; why add to the agony?"

"I think in the automobile business fair dealing, courteous approach, good cars and hard work are still the best method. A business built on the above gives a good reputation and this, to my estimation, cheaper and the best in the long run."

**L. D. Lackey of L. D. Lackey Motor Co., Kimball, W. Va.**, agreed with his fellow used-car dealer to this extent: "In my opinion, if a dealer can afford to give stamps he should reduce the price of the unit the amount the stamps would have

## Kentucky Dealers to Hold "Rally Day for Profits"

**A** "RALLY DAY for Profits" session will be sponsored by the Kentucky Automobile Dealers Association Nov. 30 in the Plantation Room of the Sheraton Hotel in Louisville.

Supervising the event will be Harold D. Draper of Saginaw, Mich., automobile dealer for 35 years, now retired, who is a nationally-known lecturer and business management consultant for the National Automobile Dealers Association.

Lew Ullrich is the veteran managing director of KADA.

## Automotive Museum Idea Gets Additional Boost

**A** NOTHER STEP has been taken toward the erection of a national hall of fame and museum to the automobile industry in the nation's capital.

Lionel Kaplan, Dodge dealer of Washington, D. C., recently elected president of the National Capital Area Council of the Automotive Old Timers, will visit Turin, Italy, to meet with Rudolpho Biscaretti, managing director of the Museo dell'Automobile. He will make a thorough study of the museum there, since its general plans are said to be much the same as those proposed for the Washington project.

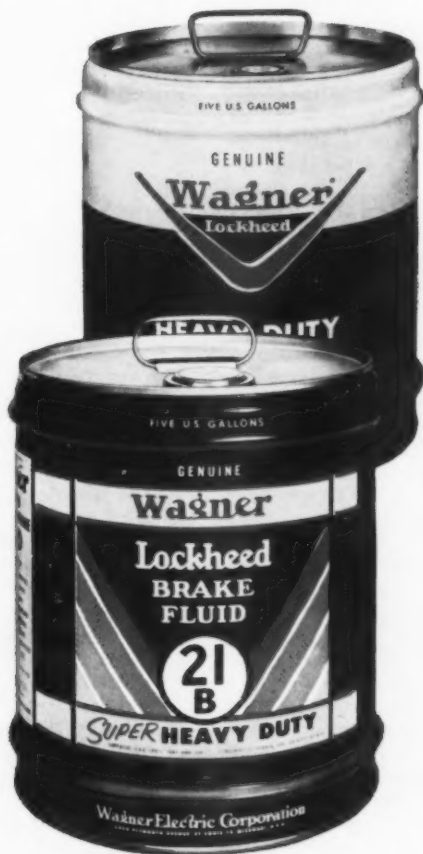
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## BRAKE FLUID

THE QUALITY LINE

has special T.R.I.\*...



*Protect your customers with the best and safest brake fluid on the market.*

### \*TEMPERATURE RESISTANT INGREDIENTS

for proper functioning under all operating temperatures covering a range from high-heat to sub-zero.

UNSURPASSED FOR QUALITY... used by car and truck manufacturers (O.E.M. for original equipment needs... there's none safer. FIRST in POPULARITY... FIRST in SALES in the brake service field—Wagner Lockheed Brake Fluid IS, and has been the No. 1 brand for 37 years... Surpasses S.A.E. specifications, meets State laws, and conforms to Federal specifications.

For details on this line of O.E.M. (Original Equipment Manufacturer) Quality—ask your Wagner Distributor... or write us for Bulletin HU-411.

**Wagner Electric Corporation**

6362 PLYMOUTH AVENUE ST. LOUIS 33, MO. U.S.A.

Manufacturers of LOCKHEED® Products

cost him, thereby giving the customer this amount in cash rather than stamps."

P. M. Elliott, Elliott Motor Co., Kingsville, Texas, used stamps a couple of years and found them "no good" as a sales builder. They failed to offset their cost in his used-car dealership and should be outlawed, he said.

## Many Stations Oppose 'Em

(Continued from page 35)

trading stamps in D. C. Executive Director Horace Walker, in fighting stamp legislation there, points to the "costly chaos that reigns among gasoline dealers who use trading stamps in adjoining states."

O. B. Turner of Griffin is president of the Georgia Association of Petroleum Retailers, largest state organization in the nation. He has never given away trading stamps.

"If I were going to fool with stamps, I'd move to the postoffice where that's the product sold. The profit is not sufficient from a service station now to make it fair for a dealer to give trading stamps with his sales."

John Andrews [see photo on this page] was the first gasoline dealer in the Decatur-Avondale area of suburban Atlanta to give trading stamps. This was in 1956.

"Stamps boosted my service station sales fine then," he recalled. "Business was good and I paid about \$500 a month for trading stamps for a year or so.

"But now, with other nearby stations offering trading stamps in the neighborhood, and throughout greater Atlanta, they no longer cause drivers to pass other pumps and pull up to mine. My stamp costs now are only about \$350 a month.

"I truly wish I could discontinue giving stamps. But I can't because too many of my regular customers save them and demand them every time they shop in my station. Women are a little fanatical about saving stamps. Yet the cost of stamps is almost unbearable. About 80% of my station sales presently are in gasoline. My mark-up per gallon is so slim I can hardly cover my overhead and the stamps and still realize a fair profit for my services and investment in this leased station.

"My salvation has been in opening a small auto service shop behind my station. With three men making repairs there, moderate garage profits bolster my total income and make the stamp expense still bearable.

"Although I posted a sign beneath my cash register about not giving stamps to credit customers who pay



John Andrews, shown here passing out stamps, in 1956 was the first service station dealer in Decatur, Ga., to give stamps. He would like to discontinue them but said he could not afford to because "I'm pretty certain I would lose 50% of my gasoline business—and I've already lost too much to other stations in this neighborhood that now give trading stamps!"

their open accounts by the due date, this limit has to be ignored because it offends customers who insist on stamps whenever they pay us money for station merchandise or service.

"If I discontinued giving stamps, I'm pretty certain I would lose 50% of my gasoline business—and I've already lost too much to other stations that now give trading stamps!"

"The only solution to the stamp problem that I see is for the oil companies to help dealers pay the high cost of giving trading stamps. Since many oil companies either insist or advocate that stamps be offered, they should bear part of this cost. I understand that the Phillips Petroleum Co. helps its dealers in this way."

When one female customer of Andrews' station was asked about gaily pocketing trading stamps after paying for a gas-tank fill-up, she said, "I'd buy from Mr. Andrews any way—even without getting stamps. But I always take and save them, like other women. We get nice gifts with stamps. The drink cooler we got with stamps last summer is great!"

Another Decatur, Ga., gasoline dealer wasn't so content with the distribution of trading stamps, and he is outspoken about why he considers them "eating cancers" and gave up a station to keep from handling and paying for trading stamps. He is W. R. "Bill" Fountain, a longtime life insurance salesman who now is partner in the operation of the Fountain & Wood Service Station in Decatur.

In an open letter to GAPR members recently, Fountain said:

"Do you agree that these small pieces of paper, so-called trading stamps, are 'eating cancers'? They continue to take tithes from your God, food from your table, clothes

from your back and education from your children. Your station business is no better after giving away your hard-earned money.

"We must all get rid of trading stamps at the same time. Are you willing?"

"If they help your business and are so good, then why don't the stamp companies give trading stamps on the merchandise that stamp-savers get as 'prizes'? I am sure they want more business. This proves they are an eating cancer.

"Gasoline dealers who give trading stamps are being taken in. Is this the way you want it? If not, let's work together and fight to get rid of them in our stations.

"If your oil company insists on you giving them, they are taking money out of your pockets. Last year, for example, I spent over \$3,000 for stamps while operating a [name deleted by editors] station in Decatur. I am sure I would have done better business and certainly would have been more enthusiastic in my work if I had not had them.

"I resented trading stamps from the start, but the oil company insisted that I give them. I went along with them until I got tired of being taken in. I lost my station because of their stamp policy.

"With your supporting stand against them, we can win the battle against stamps! Otherwise you will eventually suffer loss. I know—because I learned the folly of cancerous trading stamps the hard way."

Regarding his new oil brand and leased station, Fountain said that "we proudly sell without the gimmick of trading stamps, which help nobody when so many stations have been trapped into giving them by some of the big oil companies."

WAGNER® LOCKHEED®... NUMBER ONE IN O.E.M. QUALITY FOR 37 YEARS

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## LINED BRAKE SHOES

are contour ground  
...easy to install



***Lined Shoes  
save you time...  
let you do  
more jobs per day.***

As manufacturer of Lockheed Hydraulic Brakes, Air Brakes, and Liquid Cooled Disc Brakes made for O.E.M. (Original Equipment Manufacturer)—Wagner knows brakes. That's why Wagner lined brake shoe sets are contour-ground to save you time—compensate for normal drum distortion. HOW-TO-DO-IT installation instructions are included in each box. Lining also available in rolls, sets, blocks and slabs.

For details on this line of O.E.M. (Original Equipment Manufacturer) Quality—ask your Wagner Distributor... or write us for Catalog BU-579.

**Wagner Electric Corporation**

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Manufacturers of LOCKHEED® Products



A dealer fair held last month in Charlotte, N.C., by United Delco wholesalers to acquaint selected retailers with United Motors' new merchandising concept was attended by an estimated 1,300 or more persons. An added bonus was a private showing of GM's complete '62 line of cars. In the background of photo at left can be seen some of



the many identification materials and displays that were on hand. At right, UMS personnel who assisted in presenting the fair were (l. to r.): G. C. Faller, Southern regional manager; P. T. Cody, assistant general sales manager, and H. G. Gunlock, Charlotte zone manager. They are shown standing in foreground of GM Center.

## Dealer Likes Stamps

(Continued from page 35)

as a trading stamp offer, we realized we had to shoot the works with advertising and promotion. We were fortunate enough to be offered sponsorship of an attractive newscast on television station WAGA. Called "Panorama," it comes on at 6 p.m., 30 minutes before the other major TV newscast in the Atlanta area. We featured Nalleyville and store scenes with trading stamp announcements on this program, which we continue to sponsor.

"We also used spot announcements about our stamp offer on WLWA-TV—whenever possible in connection with the professional football telecasts. We used some stamp offer copy in a few newspaper ads.

"The stamp company filled its promise of advertising support. They plugged Nalley's stamp offer on a cooperative radio program over WPLO, with emphasis on our 100,000-stamp contest.

"The stamp company printed invitations for people to come to our Nalley Chevrolet showroom to register for this contest. The draw prizes were 50,000, 25,000, 15,000 and 10,000 trading stamps to the lucky store visitors whose names were drawn first. The invitations were distributed through Kroger supermarkets and other retailers giving the same brand of trading stamps."

Nalley's advertising manager pointed out that their salesmen were careful to ascertain at the beginning of a car demonstration or sales conference with a prospect whether he or she wanted to receive the trading stamps.

"The results were most gratifying in our sale and profit reports! Women especially seemed to flock to our store mainly to get a lot of stamps fast, for women have gone nuts over trading stamps," he said.

"Of course we could not accurately measure—or even estimate—just what part the stamps had in our summer sales upturn. But they helped us to clear our inventory of '61 models faster, and they bolstered sale of new and used cars in an ordinarily slow season. The fact that management has approved a trading stamp promotion for fall is evidence that we have found trading stamps effective in selling cars, too."

## Farber Brothers, Inc., Names Officials

**B**ORIS Farber has been elected chairman of the board of Farber Brothers, Inc., headquartered at Memphis, Tenn.

Other officers, who with Farber comprise the firm's board of directors, are Maurice Farber, president and treasurer; Abe Farber,

executive vice president and secretary; Ben G. Rattner, vice president for sales; Elmer Rattner, assistant vice president for sales, and Stanley Cristal, assistant to the president. Besides its main offices in Memphis, the company has branches in Little Rock, Ark., and Nashville, Tenn.

## Chrysler Appoints Foraker

Appointment of W. E. Foraker as assistant general sales manager of Chrysler-Plymouth Division, Chrysler Corp., has been announced by E. M. Braden, division general sales manager. Foraker, who succeeds R. B. McCurry, transferred to the corporation's central marketing staff, has been with Chrysler since 1934.

## Makemson of John Wood Dies

S. K. "Cy" Makemson, vice president and director of sales for John Wood Co., died suddenly last month. He had been with the company approximately 15 years as sales director and was well known.



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**103 SAMPLES, BOOKLETS, AND CATALOG SHEETS**—Describing the DL Handi-Cleaner available on request. DL Products, Inc., Banite Bldg., Buffalo, N. Y.

**105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-202, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**106 CAP MERCHANDISER**—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connerville, Ind.

**108 ELECTRICAL EQUIPMENT FOR 1960 PASSENGER CARS**—New booklet, fully illustrated covers description of units as well as servicing and adjustments of charging circuit, starting circuit and ignition circuit. Also covers D.C. and A.C. Generators. Delco-Remy Div., Technical Literature Section, Anderson, Ind.

**109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT**—Catalogs describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

**112 SOUND SLIDE FILM**—Entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

**114 32 REASONS FOR OIL CONSUMPTION**—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

**116 REMANUFACTURED ENGINE BROCHURE**—New 6 page folder helps sell vehicle owners on the many advantages of remanufactured engines. The back provides space for the installer, the jobber, or the rebuilder to imprint his name. It provides an excellent sales aid piece for engine rebuilders and their jobbers to supply to service outlets installing engines. Muskegon Piston Ring Co., Muskegon, Mich.

**118 BRAKE SERVICE GUIDE**—Complete instructions for inspecting, flushing and bleeding the brake system. Handy

trouble check chart. Write for Bulletin HU-411, Wagner Electric Corp., 6362 Plymouth Ave., St. Louis 33, Mo.

**123 AERO-SEAL HOSE CLAMPS**—An illustrated 4-page folder giving catalog ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps., Inc., 700 Liberty Ave., Union, N. J.

**125 STANDARD DUTY GENERATOR REGULATORS**—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures). Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

**133 CATALOG NO. 56**—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

**134 MOOG RINGLINER**—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**138 PLUG CHEK**—A colorful wall banner showing conditions of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Autolite Co., Toledo 1, Ohio.

**140 PRESSURIZED COOLING SYSTEM**—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connerville, Ind.

**141 MOOG STREAMLINER CATALOG**—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**144 RADIATOR SERVICING EQUIPMENT**—A new 32 page book "Blueprint For Profit" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

**149 TIRE & TUBE REPAIR MATERIALS**—are listed in this new 12-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas.

**160 SUGGESTED SHOP PRICES ON MACHINE SHOP OPERATIONS**—A 24-page booklet giving suggested shop prices on everything from align bore blocks to valve jobs. Prices represent average price gathered from jobbers in U. S. and Canada. Van Norman Automotive Equipment Co., 3640 Main St., Springfield 7, Mass.

**163 TIRE TOOL CATALOG**—Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

**164 AIRTEX FUEL PUMPS**—New and rebuilt fuel pumps. Catalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.

**167 1960 LAMP & FLASHER SERVICING GUIDE**—Includes following information: Vision-aid headlamp information, aiming instructions, installation instructions for sealed beams and miniatures, complete auto lighting service, servicing directional signals, and specifications for 1946-60 American and European cars. Tung-Sol Electric, Inc., 95 8th Avenue, Newark, N. J.

**169 YOUR ANSWER TO VAPOR LOCK**—New technical bulletin deals with vapor lock and hot-motor re-starts and explains how Filt-O-Reg helps prevent these conditions and increase engine efficiency. Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

**172 A-1919 FUEL PUMP SHOP MANUAL**—Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

**173 HYDRAULIC PARTS**—Complete master catalog of the complete line of Els hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1961. Els Automotive Corp., Middletown, Conn.

**182 DIESEL SHOP MANUAL**—76 pages, includes 275 illustrations 56 engine reference tables and 26 parts lists. Bacharach Industrial Instrument Co., 200 N. Brad-dock Ave., Pittsburgh, Pa.

**185 PRESCRIPTION FOR BETTER ENGINE OVERHAULS**—16 page booklet contains information on how to diagnose a case of excessive oil consumption and how to make the necessary corrections. Perfect Circle Corp., Hagerstown, Ind.

**186 FILTER CATALOG**—Offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., Talmadge Rd., Edison, N. J.

**188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DB**—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gages, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

**197 BATTERY TESTING PROCEDURE**—Fully illustrated booklet gives step by step outline of fast, simple and accurate battery testing procedure. Also gives list of recommended testing equipment to have on hand. Delco-Remy Div., Technical Literature Section, Anderson, Ind.

**211 SERVICE TOOL CATALOG**—Illustrates and describes more than 70 tools designed to solve specific problems for the repairman. Each helps to speed up jobs, make operations easier, cut shop costs. Hastings Mfg. Co., Hastings, Mich.

**214 THE WHYS AND HOWS OF VOLTAGE REGULATORS**—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**222 "WHAT PRICE QUALITY"**—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**225 THE "CAMEL COOLIE" VENTILATED SPRING CUSHION**—four color catalog page is now available. This newest product is hailed by the industry as a welcome addition to the Camel line. H. B. Egan Mfg. Co., Muskogee, Okla.

## HELPFUL BOOKLETS FREE!

**226 OIL LEAK DETECTOR**—Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.

**228 ENVELOPE STUFFER**—Describes in detail the starting fluid, fire extinguisher, spot remover and penetrating oil now available from Spray Products Corp., P. O. Box 584, Camden 1, N. J.

**230 SIOUX TOOLS**—New Catalog No. 58. Sixty pages. New items include Air Impact Wrenches, Air Screwdrivers, Valve Cleaners, All-Angle Drill Kit, Electric Screwdriver sets, and Pelican Nut Accumulators for use with impact wrenches. Also complete information on Valve Face Grinding Machines, Valve Seat Grinders, Electric Drills, Hole Saws, Electric Bench and Portable Grinders, Wire Wheel Brushes, Flexible Shaft Machines, Electric Sanders, Abrasive Discs, Electric Polishers, Electric Impact Wrenches, Electric Saws and Flat Sanders. Albertson & Company, Inc., 3100 Lowell Avenue, Sioux City 2, Iowa.

**236 INSTALLATION OF SHOCK ABSORBERS**—Detailed instructions for the removal and installation of direct action shock absorbers. Stem and loop end types for both leaf and coil spring installations. Monroe Auto Equipment Co., Monroe, Mich.

**242 AUTOMOTIVE LINES**—4-page booklet lists all of the Solder Seal chemical tools, giving part numbers, size, case contents list and dealer prices. Radiator Specialty Co., 1400 W. Independence Blvd., Charlotte 8, N. C.

**244 SPARK PLUG INSPECTION CHART**—Form No. M-1433—A full color chart that can be tacked or taped up onto walls showing both normal and abnormal appearance of spark plugs plus tips on how to get top performance from spark plugs. The Electric Autolite Co., Toledo, Ohio.

**251 NEW EATON CAP AND THERMOSTAT CATALOG**—Illustrating and describing Eaton SAFE-CHEK and O.E.M. pressure radiator caps, thermostats, gas caps, oil filler caps, and the new Eaton cap tester and thermostat tester. Also catalog-sheet showing special cap combination offers and new Eaton cap, thermostat and gasket merchandiser display cabinet which acts as an "automatic salesman" and saves time in checking inventory and ordering faster moving items. Eaton Mfg. Co., Stamping Div. Cleveland 10, Ohio.

**255 TOOL CATALOG "X"**—128 pages gives pictures, descriptions and specifications of the complete line of Snap-On Tools and shop equipment, including the latest electrical and electronic engine testing instruments, wheel aligning and balancing equipment, etc. Snap-On Tools Corp., Kenosha, Wis.

**261 SAFETY EQUIPMENT CATALOG**—22 pages describes the full line of directional signals, reflectors, mirrors, flares, flags, fuses, stop and clearance lights, fire extinguishers and other products. Anthes Force Oilier Co., 20th St., and Avenue M, Ft. Madison, Iowa.

**262 OIL FILTER SELLING AIDS**—Wix-O-Matic, the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control. Dial-O-Matic cartridge selector, cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers—floor cabinet or wall rack. Ask for brochure

giving complete details. Wix Corp., Gastonia, N. C.

**263 "WHAT'S UNDER THE HOOD?"**—24 page illustrated booklet names and locates all the components under the hood of average car. Tells what each is, what it does and what attention the motorist should give it. Written with realization of importance of women as primary buyers of automotive maintenance. Wix Corporation, Gastonia, N. C.

**264 TIRE VALVES, EQUIPMENT AND TOOLS**—Complete jobber catalog describes the entire line: giving numbers, description, packaging and weight of each item. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N. J.

**265 TIRE VALVE WALL CHART**—Comparison chart shows application of tubeless tire valves by car name. Also shows the interchange stock numbers of other

manufacturers. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N. J.

**266 NEW COMPRESSOR CATALOG**—16 pages includes specifications on two stage and single stage compressors plus specifications on compressor pump and Hi-Pressure Washers. Catalog has several pages on accessory items and a section devoted to helping you choose the correct compressor for you. Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.

**269 IGNITION PARTS MERCHANDISER**—New 16 page illustrated manual describes and pictures complete new line of Merchandisers, their purpose and value to all types of ignition repair shops. Guarantees results through easy to read, up-to-date cataloging, backed up by reliable information and accurate specifications to take "guess work" out of ignition business. Guaranteed Parts Co., Inc., Seneca Falls, N. Y.



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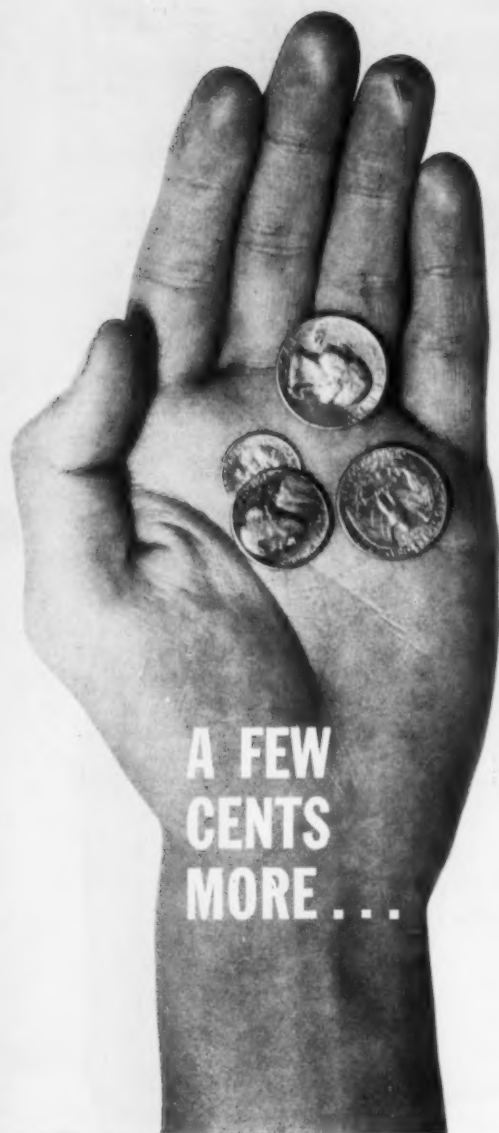
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ATLANTA 9, GEORGIA



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**271 AUTOMOTIVE CHEMICALS**—4 page catalog gives description of each item in the Permatex line giving uses, parts numbers and sizes. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N. Y.

**273 "HOW TO EARN BIG PROFITS IN BRAKE SERVICE"**—Booklet tells how to spot and sell brake service prospects. Shows how a small investment in brake equipment will yield annual return of over 267%. Includes a check list of equipment and accessories necessary for a profitable shop. Amnco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill.

**274 EQUIPMENT CATALOG**—New 24 page catalog includes Telaliner and Magnetic Gauge units, on and off the car balancers, body frame machines, safety testing equipment, and the tools and gauges for every phase of alignment work. Bear Mfg. Co., Rock Island, Ill.

**275 PISTON RING**—16-page booklet contains a description of the Modern Power features of Ramco Piston Rings complete with illustrations. Ramsey Corp., P.O. Box 513, St. Louis 66, Mo.

**283 CARBURETOR WALL CHART**—Three color 17" x 22" trouble shooter chart locates the sources of seven common types of carburetor trouble and gives specific causes and remedies. Hygrade Products Div. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**284 "HOOFBEATS"**—A complete assortment of engineering bulletins covers practically all problems encountered in today's engines, and the proper care and maintenance to prevent or overcome these problems. Mustang Engine Div., 315 International Road, Garland, Texas.

**285 "INSTALL RATHER THAN OVERHAUL"**—A booklet designed to show dealers, independent repair shops and installing shops the many benefits resulting from the installation of rebuilt engines. Write Muskegon Piston Ring Co., Muskegon, Mich.

**293 MUFFLER INSTALLATION GUIDE**—New 1959 Muffler Installation Guide includes photos and easy-to-read instructions for removing and replacing mufflers. Special suggestions and short cuts are given for particular car makes and models to provide a thorough guide for all types of installations. Walker Mfg. Co. of Wisconsin, Racine, Wis.

**297 SCREW DRIVER CATALOG NO. SD 56**—Colorful catalog showing over 400 different sizes and styles of hand tools. Screw Drivers, Nut Drivers, Pliers and Wood Chisels are presented in clear pictures and tables showing complete dimensions. Merchandising Displays, helpful Screw Charts and standardization tables are also shown. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

**298 SOLDERLESS TERMINAL CATALOG NO. T 70**—Over 60 different sizes and styles of Solderless Terminals are illustrated in a beautiful 4 color catalog. Actual size illustrations plus blue print type of drawings, with all dimensions clearly marked, make for easy selection of the proper Terminal, for every need. Regular, Quick Connect and the new Insulated type of Solderless Terminals are shown. A Quick Reference Card with actual samples mounted, is also available. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

**299 SELLING RING JOBS**—8 page folder entitled "The Sealed Power 4-Way Check Plan" shows you the essential points necessary for successful ring jobs. Will greatly assist you in doing a better selling job with customers. Sealed Power Corp., 500 Sanford Ave., Muskegon, Mich.

**300 VALVE CATALOG**—No. 59 gives 29 pages of alphabetical valve listings, and also includes interchange list and numerical list. Manley Valve Corp., 1523 Fairmount Ave., Philadelphia 30, Pa.

**305 DUAL-PURPOSE TIRE REPAIR PATCHES**—Illustrated catalog describing new Self-Vulcanizing Dual-Purpose Patches. Metal dispenser cabinet for shop use—patches packed in handy dispenser cartons. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.

**306 NEW FRICTION TAPE DISPLAY**—Illustrated catalog covering entire line of Monkey Grip Friction Tape and Plastic Electrical Tape, features new merchandising rack for carded Friction Tape. Also, counter display containers for boxed tape. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.

**307 TIRE REPAIR MATERIALS, AUTO MATS, AND AUTOMOTIVE RUBBER PRODUCTS**—New complete 24 page catalog covering Monkey Grip Products for the Automotive Trade. Colorful, illustrated and informative. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

**308 TUBELESS TIRE REPAIR PLUGS**—Molded rubber plugs for on-the-wheel puncture repairs in Tubeless Tires are described in new catalog. Plugs are available in complete shop assortment kit, consumer kit, and packages according to size. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.

**309 ACILLOSCOPE AND TUNE UP MANUAL**—A new manual explaining operation of AC's new ACilloscope spark plug tester and giving instructions for easy and accurate engine tune-up work. The 44 page manual contains more than 100 illustrations and is divided into five sections for easy reference. Advertising Dept., AC Spark Plug Div., 1300 N. Dort Highway, Flint 2, Mich.

**311 TUNE UP SPECS**—8-page booklet containing latest 1961 ignition tune up specifications for trucks, small engines and tractors is being offered free by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**314 WAGNER BRAKE PARTS CATALOG—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMax bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.**

**315 BETTER IGNITION by Delco-Remy**—16-page, 8½x11-inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

**316 20,000 VOLTS UNDER THE HOOD**—Covers the basic operation of the electrical units in the ignition circuit. It shows how battery voltage is built up to 20,000 volts at the spark plug. Delco-Remy Division, Anderson, Ind.

**317 THE CRANKING CIRCUIT**—This shows the units in the cranking circuit and how they operate together as a team to crank the modern automobile. Written in simple non-technical terms so it can be easily understood. Delco-Remy Division, Anderson, Ind.

**319 BRAKE AND SHOCK CATALOG**—20 page catalog and price list of Girling brakes and shock absorbers for imported cars. Covers popular models from 1948-1959. Includes brake and clutch supply tanks, lined brake shoes, brake parts, service kits, disc brakes and shock absorbers. Lucac Electrical Services, Inc., 501 W. 42nd St., New York 36, N. Y.

**320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT**—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

*New from Ken*

## automatic SELF-LEVELING BATTERY FILLERS

- FLOW AUTOMATICALLY!
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- BIG 2½-QUART CAPACITY

Ken's New B-70 Automatic Battery Filler quickly fills to correct level—shuts off automatically. No spills... No dripping. Ideal for dry charge batteries. Both valve and container are made of high-impact styrene and polyethylene to withstand long, hard use with either water or battery acids. Also features the only automatic valve for which all parts are replaceable!



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Another "first" by Ken, this B-71 Automatic Filler and Tester is combined in a single unit to make battery service a one-stop operation. Fills batteries to correct level automatically.

Tests either 6 or 12 volt systems with visual trouble indicator. Extra wire, with simple clip, makes it easy to locate many other car shorts.



*Find trouble  
fast and easy*

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- Sell more batteries
- Sell more service

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Largest exclusive manufacturer of Specialized  
Tire Changing Tools, Equipment, and Garage  
Tools... Known and used around the World.

## HELPFUL BOOKLETS FREE!

**352 MASKING CHART**—A step-by-step photo chart on fast, economical masking of automobile bodies for refinishing. Shows 12 recommended steps for masking. Department M1-13, Minnesota Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn.

**355 OIL SEAL WINDOW-WALL POSTER**—New 20"x30" two color window wall poster that sells oil seals by promoting brake relining and wheel repacking is

now available. It shows what most vehicle owners think when shown an "oil seal", and offers the serviceman or mechanic an opportunity to talk about brake relines and wheel repacks. Chicago Rawhide Mfg. Co., 1301 Elston Ave., Chicago 22, Ill.

**356 1961 TUNE UP CHART**—20 pages lists specifications for all passenger cars, including the 1961 models and compacts. Also gives complete listing of ignition service parts numbers necessary to repair various electrical items. Includes information on proper methods of pushing and towing automatic drive cars. Also lists merchandisers, dealer sales aids and complete catalog service. Guaranteed Parts Co., Inc., Seneca Falls, N. Y.

**359 OIL SEAL MERCHANDISING BROCHURE**—Realizing that most service and repair outlet operators are too busy for lengthy product sales dissertations from salesmen, C/R has created a pocket-size

merchandising brochure that gives a product sales story in just 65 seconds. Also gives complete picture on the new 1961 merchandising package. Chicago Rawhide Mfg. Co., 1301 Elston Avenue, Chicago 22, Ill.

**361 NEW "QUICK REFERENCE" GASKET CATALOG**—Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Fel-Pro Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

**368 SEALANT APPLICATION CHART**—Lists 11 products giving specific instructions, such as setting; drying; application use; temperature and resistance. Also the convenient Application Gun and Tip is illustrated. Permaseal Co., Inc., 300 Broadway, Huntington Station, Long Island, N. Y.

**370 MARVEL OIL CO.**—Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oil, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. Marvel Oil Co., P.O. Box 871, Port Chester, N. Y.

**373 IMPORTANCE OF PROPER LUBRICATION IN SEATING TUBELESS TIRE BEADS**—Technical Service Bulletin No. 101 tells approved procedure for mounting and demounting tires. American Grease Stick Co., Muskegon, Mich.

**374 "FREEZE - PROOF" WEATHER STRIPPING TO COMPLETE WINTER CHANGE-OVERS**—Technical Service Bulletin No. 102 gives winterizing service tips for eliminating cold weather squeaks. American Grease Stick Co., Muskegon, Mich.

**375 PROPER FUNCTIONING OF MANIFOLD HEAT CONTROL VALVES**—Technical Service Bulletin No. 103 explains how to get best results in lubricating the manifold heat control valve for free operation. American Grease Stick Co., Muskegon, Mich.

**376 AGS SPECIALIZED LUBRICANTS**—Full-color Catalog Insert illustrates and describes complete line of automotive shop and resale products, including RuGlyde Rubber Lubricant, Sil-Glyde Lubricating Compound with Silicone, Lock-Ease Graphitized Lock Fluid, Door-Ease Dripless Oil, Part-Ease Heat Control Valve Loosener & Lubricant, and Door-Ease Stainless Stick Lubricant. American Grease Stick Co., Muskegon, Mich.

**377 TUBELESS TIRE SERVICING**—12 page booklet gives instructions, answers questions about mounting and demounting tires on 14" and 15" wheels; tells how to change the project from "Simply Awful" to "Awfully Simple". American Grease Stick Co., Muskegon, Mich.

**380 TIPS FOR BETTER SALES & SERVICE**—New 16 page book is designed to provide personnel in the gasoline and fleet and automotive service field with the latest and most informative information on sales and service. Dill Mfg. Co., 700 E. 82nd St., Cleveland 3, Ohio.

**388 FLASHER KIT** contains descriptive literature, ad reprints, installation instructions, and price lists covering both Kay-Lab Stop-It In-line Flashers, and Kay-Lab heavy-duty Universal Flashers. Macchi & Co., 819 Valencia St., San Francisco 10, Calif.

**389 JENOLIZING**—Unique appearance reconditioning method is outlined in descriptive literature. Shows how car dealers, garages and service stations can profit by this system. Homestead Valve Mfg. Co., Corapolis, Pa.

**390 COOLING SYSTEM MAINTENANCE**—Folder shows how twice a year you can cash in on an 8 point service with Steam Thorough-Purge. Homestead Valve Mfg. Co., Corapolis, Pa.

**410 NEW AIR BRAKE MAINTENANCE BULLETINS**—Series of bulletins, each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

Mustang Mike Sez...

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## REPLACEMENT ENGINES

*They're Money-makin' Whizbangs!*

- Dealers net easy \$12 per shop hour profit
- Complete installation in 6 hours clears decks for another job
- Customer confidence and national acceptance thoroughly established through POST advertising

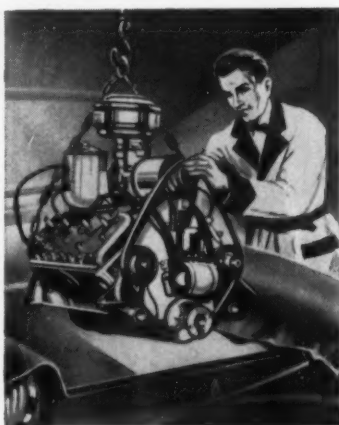
**DEPENDABLE**, precision-built **MUSTANG REPLACEMENT ENGINES** are proved big ticket, big profit items for any car dealer, garage or service station. Profit heaped on profit is assured from the sale of related parts plus liberal allowances you get on trade-ins.

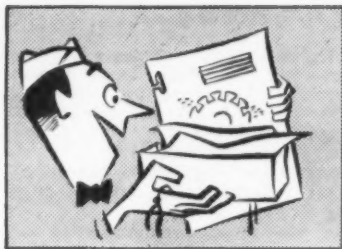
**MUSTANG** comes as a complete package, with all the gaskets, all ready to uncrate and install as the sweetest running engine your customers ever had. Your jobber will cheerfully explain how to "get going" with the fabulous **MUSTANG** volume line.

*"Better built for better performance"*

# MUSTANG ENGINES

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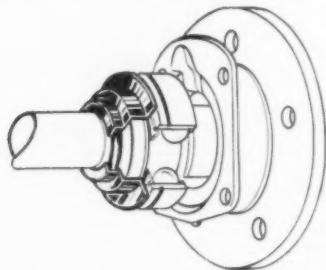


## NEW PRODUCTS AND CATALOGS

### 900—Grease Seals

Applications to fit almost every car make and model reportedly are available in only 11 rear wheel grease seals introduced by Houser Engineering & Mfg., Inc., Bluffton, Ind., which are designed to prevent common brake failure due to rear-end seepage and bearing grease washout.

Installation of the seal does not require disturbing original bearings, it



was claimed. Sealing action of the two-part unit utilizes an "O" ring of neoprene and a "grease seal" cap. Together they provide a positive grease barrier even on square and step-type bearing retainers, according to the manufacturer.

*Want more info? Use coupon on page 105 and you will get it!*

### 901—Gas Tank Guard

To prevent gasoline tank raids on automobiles parked outdoors, a thief-proof guard introduced by Turley Co., 582 Vine St., Oakview, Calif., reportedly may be installed quickly without tools into the gas tank neck, becoming a permanent gas protector and metal-to-metal part of the car.

Unit cannot be jammed down nor lifted out of position by siphoning hose or tools, it was claimed; gasoline can be pumped down into the tank but cannot be siphoned out. Constructed throughout of heat-treated stainless steel, the device operates with a double set of reversing prongs that act like powerful fish hooks, digging into the upper and lower metal walls of the gas tank neck pipe.

*Want more info? Use coupon on page 105 and you will get it!*

### 902—Camping Accessory

Lightweight and easy to install, the "E-Z-Pac" introduced by Blue Heron Crane Co., 8435 Baldwin St., Oakland, Calif., acts as a bed and a table for camping.

Accessory reportedly can be removed in seconds. It rolls in and out on steel rollers and is supported by a light steel

frame. No supporting legs are necessary, even with the heaviest load.

*Want more info? Use coupon on page 105 and you will get it!*

### 903—Circuit Tester

No conventional scales, data sheets or interpretations reportedly are needed with "Kal-Start" circuit tester introduced by Kal-Equip Co., Otsego, Mich., which registers its findings in colors.

The colors, in turn, "line-up" on the back of the instrument to show the exact printed word that describes the starting trouble—solenoid, cables, starter, connections, battery, etc. Tester permits anyone to discover or know why a car is hard to start, or won't start, according to the manufacturer.

*Want more info? Use coupon on page 105 and you will get it!*



Makers of quality imported cars specify Lucas products as original equipment. To insure customer good will always replace Lucas with Lucas. A Lucas representative will be glad to help you plan a basic inventory.



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Hydraulic and Air-powered  
**ONE-END LIFTS**



No. 5-41  
Hydraulic

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(with high  
lift attachment)

Transmission adapter for  
Model 5-41 handles all car  
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The handiest service jacks made. Take your choice of manual-hydraulic operation or air powered from your shop line for fast, safe, easy one-end lifts. Lifts all cars at points recommended by manufacturers. 1½ tons capacity. High lift attachments for both models.

\* Big 10" semi-pneumatic tires standard at no extra cost!



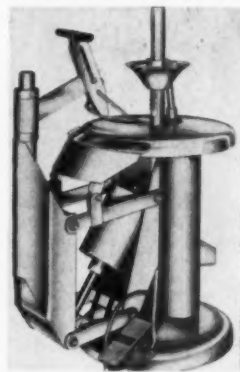
**EDGEWATER**  
**AUTOMOTIVE DIVISION**

SAINT JOSEPH, MICHIGAN

### 904—Tire Changer

Offering several advantages over its predecessor, including longer, more powerful bead-loosening strokes, "Super Twin-Air 705" tire changer announced by Coats Co., Fort Dodge, Iowa, reportedly handles 99% of all passenger and light-truck tires, including Volkswagen and other foreign cars, with adapters.

Top bead loosener automatically adjusts to accommodate any size wheel



once it has been rotated over the tire, according to the company. Load-bearing surfaces reportedly have been increased more than 70%. Mounting and demounting are accomplished with a roller-action combination "61" tool which utilizes 3 smooth rollers to roll off and on easily and without damage.

Want more info? Use coupon on page 105 and you will get it!

### 905—Brake Cable

Rattleproof and rustproof brake cables introduced by Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa., include replacement sizes for all American-made cars.

A polyethylene sheath encases the pre-lubricated cable, prevents rust and oxidation and assures quiet operation, it was claimed. Cable fittings are copper-plated to eliminate rusting at points of installation. Each cable is stretch-tested at 1,500 lbs., according to the manufacturer.

Want more info? Use coupon on page 105 and you will get it!

### 906—Battery Charger-Tester

A "sealed-unit" battery charger tester introduced by Marquette Mfg. Corp., 307 E. Hennepin Ave., Minneapolis, Minn., reportedly will automatically fast-charge, slow-charge in parallel and test-analyze.

"Seal-A-Matic Model 330" utilizes electronic semi-conductors and has transformer, lifetime silicon rectifier control relays hermetically sealed in oil for lifetime protection. Tank is made of cast aluminum and specially designed to provide efficient heat transfer so that all components operate at conservative temperatures, eliminating the need for a cooling fan. A high dielectric transformer oil protects components against contamination or deterioration. Unit performs all charger-tester functions automatically, it was claimed, yet has no moving parts.

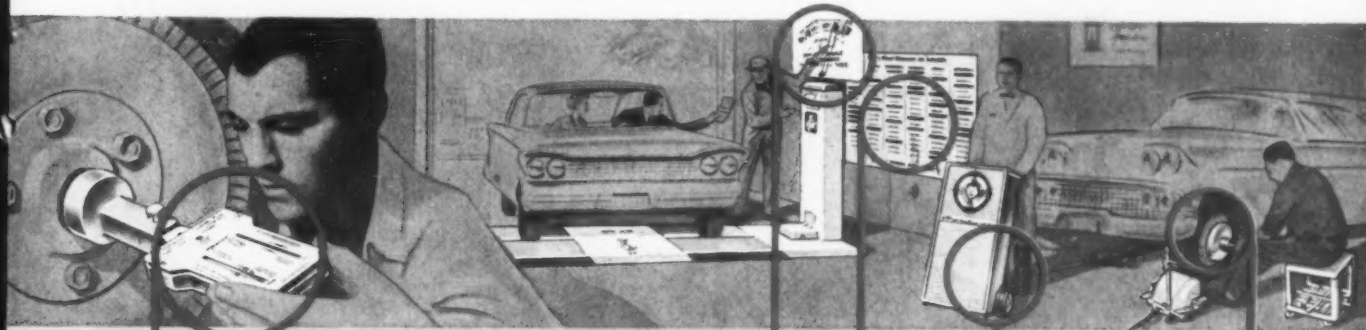
Want more info? Use coupon on page 105 and you will get it!

*For Better Jobs — Better Profits!*

# Only BEAR® gives you these winning **EXTRAS**

The smart way to buy equipment is to check the winning *extras* that insure better jobs and better profits. The winning *extras* are exclusive profit benefits engineered into every piece of Bear equipment — they are the reasons why more shops choose Bear over all others — the reasons why Bear is Official Alinement and Balancing

Service at the famed Indianapolis 500-Mile Race for the past 28 years — the reasons why leading car factories recommend Bear to dealers. Bear's new Sectionalized Catalogs contain the complete story on the equipment and list the winning *extras*! Copies are free for the asking — mail the coupon for your free copies today!



## ALINEMENT AT A GLANCE

— an EXTRA with Bear Check-O-Matic!

## TIRE WASTE FORECASTER

— an EXTRA with 240 DRIVE-OVER SCUFF TESTER!

## TRULY PORTABLE ALINEMENT SERVICE

— an EXTRA with BEAR PORTALINER!

## SIMULTANEOUS BODY-FRAME PULLS

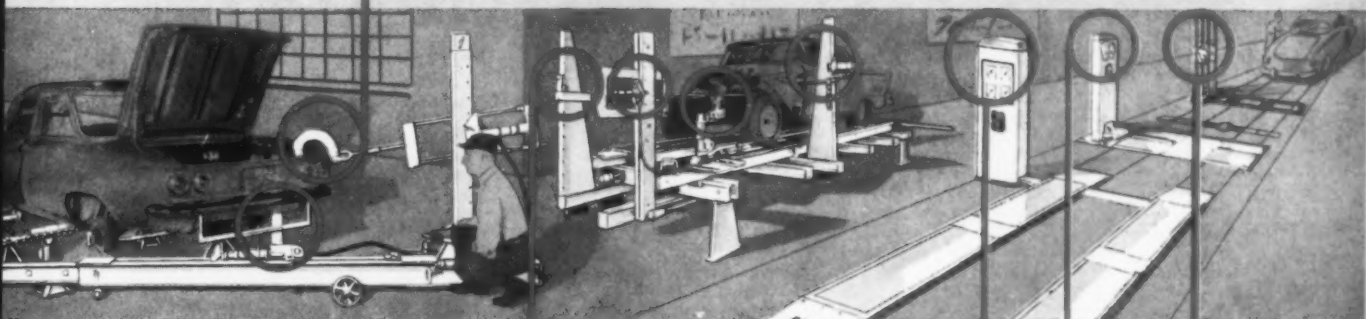
— an EXTRA with new PORTABLE BEARCATS!

## RED TAG PROFIT PROGRAM

— an EXTRA with BEAR ALINEMENT SERVICES!

## SIMPLIFIED 2-KNOB OPERATION

— an EXTRA with BEAR ON-A-CAR BALANCING!



## EXCLUSIVE 4-WAY STRETCH AND PULL

— an EXTRA with 108-12 BEARCATS!

## FULLY AUTOMATIC TEST FOR ALL 4 WHEELS

— an EXTRA with 450 HYDRAULIC BRAKE TESTER!

## EXCLUSIVE "HOT SPOT" FOR PIN POINT ACCURACY

— an EXTRA with 560 HEADLIGHT TESTER!

## RACK AND POWER LIFT COMBINED

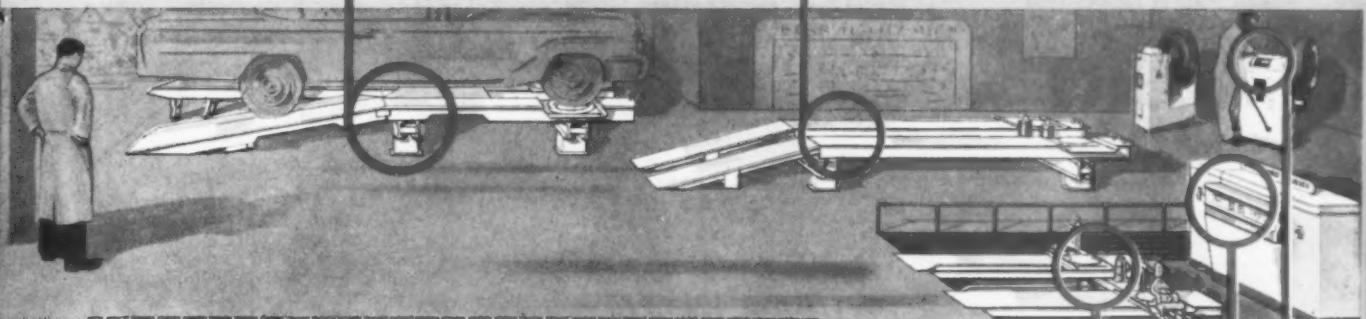
— an EXTRA with new 162 POWER RACK!

## CONVERTS TO REAR HOUSING AND AXLE WORK

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## "QUICK-AS-A-WINK" ALINEMENT TESTS

— an EXTRA with 240 ALINEMENT TESTER!



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Without cost or obligation, send me the  
Catalogs checked below:

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**A COMPLETE SERVICE IN A 12 x 14 FOOT SPACE**  
— an EXTRA with SPACEMASTER!

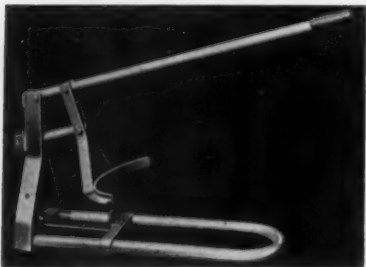
**ALINEMENT READINGS ON A BIG TV-LIKE SCREEN**  
— an EXTRA with TELALINER!

**DYNAMIC "SHOW WINDOW" TUNING**  
— an EXTRA with 36 BALANCER!

### 907—Bead Breaker

"Lever Ease," a manually operated bead breaker introduced by Rocklen, Inc., Main St. at Kelsey Ave., West Haven 16, Conn., is said to easily "pop" the tire bead down on the toughest rims, handling all sizes of passenger car and light truck tires, conventional or tubeless, and foreign car rims with or without center holes.

Unit is completely portable and does not require the use of a compressor or



electricity. Its compound-lever action reportedly exerts greater force than many large floor-type machines.

*Want more info? Use coupon on page 105 and you will get it!*

### 908—Idle Arm Tool

To remove worn bushings from idler arms, "Z70-S" tool introduced by Hunter Engineering Co., Hunter Ave. and Ladue Rd., St. Louis 24, Mo., is said to pull any idler arm rubber insert type bushings, regardless of condition, without "torching," chiseling or stripping threads.

Adaptable to use on either the bracket end of relay end of idler arms, tool incorporates both a large and a small punch-ram for bushing removal from all makes and models, except '61 Ford and Mercury. Tool works with any 5- to 8-ton capacity hydraulic jack.

*Want more info? Use coupon on page 105 and you will get it!*

### 909—Farm Machinery Catalog

A catalog on the fast-moving original equipment parts for tractors, combines, hay balers and other miscellaneous agricultural machinery published by Automotive Electric Association, 16223 Meyers Road, Detroit 35, Mich., lists in easy-to-read form all of the fast-moving electrical system parts for magneto and battery-type ignition systems. The fuel section contains regular carburetor and LP type system part numbers.

*Want more info? Use coupon on page 105 and you will get it!*

### 910—Accessories Catalog

Displaying its entire line of safety equipment, including all mirrors, lamps, lenses, reflectors, flares and directional signals, a 32-page catalog published by The Grote Mfg. Co., Madison, Ind., is divided into "tabbed" sections—each devoted to a specific category with complete specifications, as well as replacement parts clearly listed with each item illustrated.

*Want more info? Use coupon on page 105 and you will get it!*

### 911—Import Service Booklet

Designed to increase profits when repairing imported cars, a "Service Hints Booklet" and a "Tune-Up Guide" published by The Weatherhead Co., 300 E. 131st St., Cleveland 8, O., reportedly provide important information on the servicing of foreign cars.

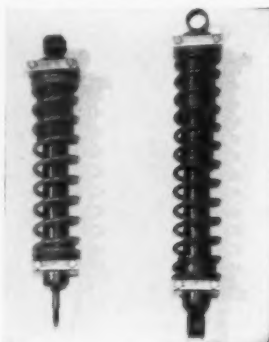
"Tune-Up Guide" is a three-tab wall chart which covers ignition system and valve clearance on practically every make and model of imported car included in the company's servicing program. "Service Hints" is a concise, easy-to-read reference book, compiled in such a way as to show American mechanics the positive approach to the repair work.

*Want more info? Use coupon on page 105 and you will get it!*

### 912—Helper Springs

Two helper springs for shock absorber load support—one of standard length and one for shorter shock absorbers—announced by Houser Engineering & Mfg., Inc., Bluffton, Ind., are of heavy-duty, heat-treated steel with a special rust-resistant coating of baked enamel.

Springs will fit most late-model popular cars and station wagons, except



those with heavy-duty shocks or shock absorbers not equipped with rock guards. Rubber-mounted with rubber cushions at both ends and center, the springs eliminate "metal-to-metal" contact and give longer wear and silent operation, according to the company.

*Want more info? Use coupon on page 105 and you will get it!*

### 913—Undercoating

Applied at the grease lift to vehicle underbodies by an air-actuated dispenser, a petroleum-base undercoating announced by Kendall Refining Co., Bradford, Pa., is said to offer positive protection against the corrosive effects of salt and water for a prolonged period of time, plus a number of advantages over conventional asphalt base undercoatings.

"Unda-Gard" reportedly allows high penetration into metal pores, sealing off the metal from air and moisture. It does not dry out, peel or crack, and is said to have the property of revitalizing conventional undercoating, thereby restoring its protective properties. It may be used for both new and older cars without surface preparation.

*Want more info? Use coupon on page 105 and you will get it!*

### 914—Flushing Adapter

A radiator and motor block flushing adapter for its "Hydro-Air" pressure washers, announced by D & M Products, Inc., 26 North Raymond Ave., Pasadena, Calif., reportedly enables the washer to be used for direct or reverse "pressure" flushing of radiators and motor blocks.

Adapter permits operator to run a normal flow of water through the radiator or motor block, then, by squeezing the trigger, interject air which blasts out loosened rust and corrosion. Excellent results may be obtained when accessory is used with cooling system cleaning compounds, the manufacturer said.

*Want more info? Use coupon on page 105 and you will get it!*

### 915—Axle Bearing Press

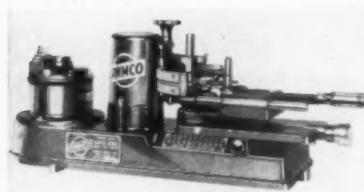
"Model HAP-100-A" axle bearing press announced by Red Arrow Tow Bar Mfg., Inc., P. O. Box 741, Panama City, Fla., reportedly has been field-tested for over 3 years by parts houses and repair shops throughout the country, with one user reporting his having removed and replaced over 1,000 bearings with the same machine the first year in use.

Press is said to be safe and simple to operate. It is guaranteed for one year, provided instructions are followed completely.

*Want more info? Use coupon on page 105 and you will get it!*

### 916—Brake Shoe Grinder

Containing all the features of previous models while offering range, versatility and more built-in features, "Model 8000 Safe-Arc" brake shoe grinder introduced by Ammco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill., has a 6" to 16" range



which reportedly handles all American and European shoes.

It features built-in fixed anchor grinding and, with an accessory, grinding and grooving may be done at the same time.

*Want more info? Use coupon on page 105 and you will get it!*

### 917—De-Icer

A convenient, safe method of removing snow and ice from winter windshields, "Kleer" de-icer announced by Warner-Patterson Co., 600 S. Michigan Ave., Chicago 5, Ill., is guaranteed by the makers to be harmless to all automobile finishes, including the latest acrylic plastic finishes.

In addition to its primary use to clear ice, frost and snow from car windows, product reportedly will also thaw frozen automobile locks, as well as remove ice from store windows.

*Want more info? Use coupon on page 105 and you will get it!*

*Now—from G-N Engine Parts...*

## FOREIGN CAR ENGINE PARTS

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BUSHINGS  
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## 918—Rebuilt Alternators

Factory-rebuilt alternators for 1960 Valiants and for 1961-62 Chrysler, Dodge, Plymouth, Lancer and Valiants announced by Arrow Armatures Co., 15 Fordham Road, Boston 34, Mass., are said to be exact factory duplicates of the parts originally supplied by the manufacturer.

Every alternator is equipped with its pulley to eliminate the time and cost required in removing and reinstalling pulleys. Before shipment, each is tested on equipment designed and built by the company to predetermine its fitness for service.

Want more info? Use coupon on page 105 and you will get it!

## 919—Cable Supplement

A 12-page brake cable catalog supplement covering all car and truck applications for 1961, announced by Lisle Brake Division, Clarinda, Iowa, covers 119 cables not previously cataloged and may be obtained, together with master catalog "C-60", by writing the manufacturer.

Want more info? Use coupon on page 105 and you will get it!

## 920—Mirrors

An expanded line of truck mirrors, with selection of mirror head, announced by K-D Lamp Co., 1910 Elm St., Cincinnati 10, O., is said to reduce



installation time to a minimum because of availability of universal arm with bracket assemblies as well as assemblies for all makes and models.

The proper combination of truck arm with bracket assembly and mirror head can be easily ascertained from the K-D chart. Forty-one mirror assemblies and choice of 13 mirror heads permit a custom combination for every vehicle, the manufacturer said.

Want more info? Use coupon on page 105 and you will get it!

## 921—Anti-Moisture Spray

"Moisture Guard," a liquid spray introduced by E. I. du Pont de Nemours & Co., Wilmington, Del., reportedly offers a handy, instant cure for trouble in starting a car engine when the presence of moisture is the cause.

The same spray may be used to deposit a transparent film on metals to protect them from rust and corrosion, it was claimed. Product is said to be ideal for periodical application to prevent chrome from pitting, check corrosive action on battery terminals and to stop rust on grille, trim and accessories. It may also be employed as a penetrating lubricant for loosening corroded nuts, bolts, screws and locks, according to the manufacturer.

Want more info? Use coupon on page 105 and you will get it!

## 922—Flexible Hose Catalog

Providing comprehensive car application data on all popular cars produced from 1931 through 1961, a catalog on "Copperflex" gas, oil and oil filter lines published by Everhot Products Co., 2001 W. Carroll Ave., Chicago 12, Ill., lists also low-cost dealer display assortments, as well as handy open-stock replacement items.

Want more info? Use coupon on page 105 and you will get it!

## 923—Windshield Wiper Motors

To provide Ford, Chrysler and Studebaker cars and International trucks with exact duplicates of original equipment windshield wiper motors, 17 6- and 12-volt heavy-duty electric motors announced by Everhot Products Co., 2001 W. Carroll Ave., Chicago 12, Ill., are now available in single-speed, two-speed and variable speed, and are both heat- and weather-resistant.

Each motor is supplied with all mounting parts for fast, easy installation. Each will operate wipers at uniform speed regardless of acceleration or speed of car.

Want more info? Use coupon on page 105 and you will get it!

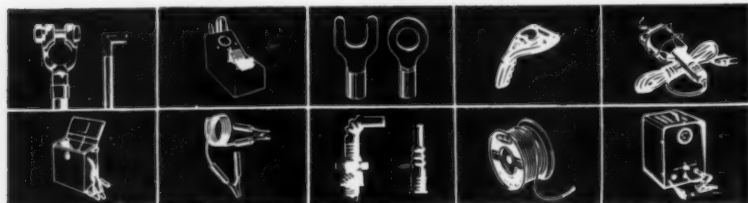


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you're paying for. Simple to install. universal for any charger, this one can be connected with AC line in, controls operating. You can't go wrong!

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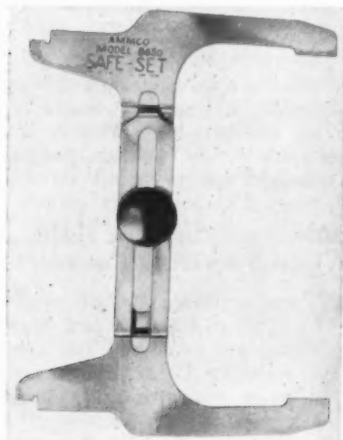


**EVERYTHING FOR THE BATTERY BUT THE BATTERY ITSELF!**

## 924—Brake Shoe Gauge

"Model 8650 Safe-Set" brake shoe and adjustment gauge introduced by Ammco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill., is said to permit the adjusting of all Bendix fixed anchor brakes before drums and wheels are installed.

The tool reportedly will save mechanics at least 30 minutes on every



brake job, while at the same time giving correct lining to drum clearance, eliminating troubles caused by blind adjustments. After drums are replaced, no further adjustment is necessary, the manufacturer said.

Want more info? Use coupon on page 105 and you will get it!

## 925—Sanding Disc

A stronger adhesive on improved pressure-sensitive sanding disc introduced by Minnesota Mining and Mfg. Co., 900 Bush Ave., St. Paul 6, Minn., is said to prevent slippage at high speed.

Resin bond construction, which is also available, reportedly makes the discs cut faster and last up to 3 times longer than the previous type. The company recommends a 3" diameter, grit 36 disc used with a 1/4" drill for body work. Discs are used for grinding hard-to-get-at spots and for repairing other small areas.

Want more info? Use coupon on page 105 and you will get it!

## 926—Aluminum Cleaner

Developed for use on aluminum and stainless steel trucks and trailers, "AC 266" aluminum cleaner announced by The Sherwin-Williams Co., 101 Prospect Ave., N.W., Cleveland 1, O., reportedly removes heavy oxidation, corrosion, diesel soot, road film and dirt.

Built-in sudsing action is said to hold the material against the surface, preventing rapid run-off so the chemicals can do their work. Properly reduced, cleaner does not affect signs, lettering, decals, etc.

Want more info? Use coupon on page 105 and you will get it!

## 927—Batteries

Designed to give superior performance over a longer life span, "DC-250

High-Duty" battery line announced by United Motors Service, Division of General Motors, General Motors Bldg., Detroit 2, Mich., includes both 6- and 12-volt batteries for all applications from stop-and-go service to long-distance trucking and off-highway operations.

Outstanding features consist of newly-formulated long-life positive plate material for dependable reserve power, glass retainer mats bonded to microporous rubber separators to keep positive plate material in action and withstand repeated deep-cycling, and Delcoloy grids that reportedly resist damage from overcharging. Other features include double-sealed terminals, unitized case and cover assembly, pro-

TECTIVE plate and separator baffles and splash-proof, high-impact vent caps.

Want more info? Use coupon on page 105 and you will get it!

## 928—Tool Catalog

Featuring its complete line of portable air and electric power tools for automotive service, a 16-page catalog published by Thor Power Tool Co., 175 N. State St. Aurora, Ill., incorporates complete photographs and specifications on power wrenches, drills, disc sanders, bench grinders, valve seat grinders, valve refacers and valve shops, including accessories and kits.

Want more info? Use coupon on page 105 and you will get it!



# HOUSER

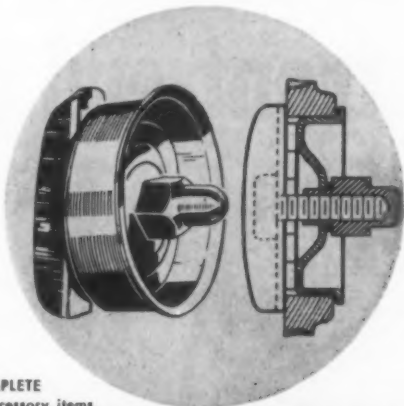
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One day I got sick of looking for

my lighter and taped it to my torch hose about three or four feet from the torch end. Now I can find it and it is convenient to use. Two other body men in the shop saw what I did and they are doing the same thing.—*Bill Burns, 3511 Dennis Drive, N. W., Cedar Rapids, Iowa.*



### Lubricating Ball Joints Minus Grease Zerks

**S**MALL garage and service station operators who do not have special grease guns for lubricating the ball joints of GM cars that are minus the grease zerks may accomplish the job in this way:

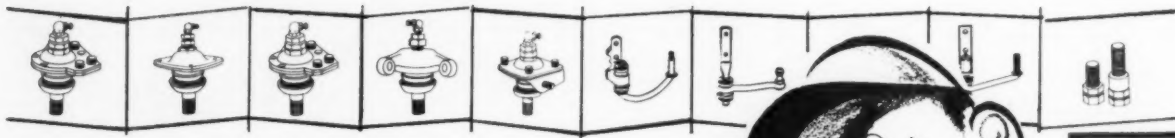
Using a  $\frac{1}{8}$ " grease zerk of any angle, eliminate the spring and check ball of the zerk. Attach zerk

to hand grease gun with  $\frac{1}{8}$ " pipe connector, fill gun with correct-type grease and proceed.—*Roy L. Hall, Baytown Motors (Cadillac-Pontiac), Baytown, Texas.*

### Holding Cylinders Tight When Servicing Corvairs

**W**HEN servicing Corvair engines (1960-61-62) for any reason that requires removing the heads, often it is found that when the pistons move outward, the cylinders also move outward.

To keep cylinders in place when turning the engine, I use 6 small lengths of copper tubing and 3 flat washers sawed in half. Solder one half of the washer to one end of each of the copper tubes. With the



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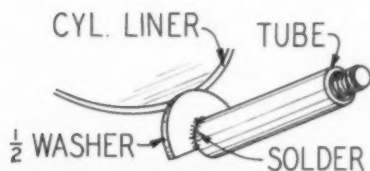
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tubes installed on one of the lower head studs, one to each cylinder with washer next to cylinder, tighten nut to hold tube on the stud. This will hold the cylinders in place while the engine is turned as many times as needed without fear of cylinders moving out of place.—James E. Slone, 92 Pine Street, Paintsville, Kentucky.

### To Fix Firing Order Of Spark Plugs

WHEN trying to establish the firing order on an engine, with nothing to go by, this idea perhaps will be of help to beginners:

Loosen the spark plugs and pour a small amount of motor oil around them. Turn the motor over slowly and as the bubbles come up around the plugs there will be the answer. Jot it down until you have time to memorize it along with all the other firing orders.—Henry H. Smith, Smith's Garage, Highway 205, Oakboro, North Carolina.

### Making Good Ground For Parking Lights

ON LATE-MODEL cars where socket and base cannot be soldered, I use a small metal screw to make a good ground for parking lights.

Drill a small hole close enough to socket for screw head to make a good contact. Insert screw and tighten.—

Wayne Woolman, 433½ S. Thompson, Vinita, Oklahoma.

### Dayco Appoints Bauske

Urban H. Bauske has been appointed sales manager, automotive replacement sales, for the Dayco Corp., Rubber Products Division, Vice President J. A. Conlon announced. Bauske, who began his career with Dayco in 1950 as a district manager, automotive replacement sales, will be responsible for sales, distribution and merchandis-

ing for V-belts, radiator and heater hose and associated products in the replacement field.

### Virginians Reelect Lawrence

Everette H. Lawrence of Norfolk has been reelected president of the Virginia Independent Automobile Dealers Association. Vice presidents are Neil Devan of Norfolk, Ray Breeden of Roanoke and James I. Smiley of Richmond. Raeford R. Hockaday of Newport News is the secretary.



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## Rooney to Tell Alabamians What He Finds Wrong

WHAT he is finding wrong with automotive wholesalers in Alabama will be answered by John W. Rooney, executive secretary of the Automotive Wholesalers Association of Alabama, at a one-day "work session," President Irvin F. Siegal of Birmingham announced.

The meeting will take place at the Guest Houst Motor Inn in Birmingham December 11 and will feature no entertainment except a "dutch-

treat" luncheon.

An address on labor relations by Dr. Benjamin Werne, professor of industrial relations, New York University, is scheduled for the morning session and will be followed by a question-and-answer period.

Two panel discussions, plus Rooney's address, are slated for the afternoon session. A financial management panel will be composed of the vice president of the First National Bank of Birmingham, a CPA experienced with the automotive wholesaler and a leading whole-



John W. Rooney

saler. The credit management panel will feature the manager of Merchant's Credit Association of Birmingham, the manager of Alabama Association of Credit Executives and a leading wholesaler.

## Tarheel Buys 50th Car From Same Dealer

T RANNIE Crank of Elizabeth City, N. C., has purchased his 50th new car—a 1962 Chevrolet—from Perry Motor Co., of the same city, over a period of 37 years.

For the past 20 years, Crank has bought the first new-model Chevrolet delivered by the dealership. Each year Chevrolet contacts Crank for model, type and equipment wanted to see that he is the first to get his new model from Perry and each year Crank displays the car in front of his place of business.

Edward Boltz, who has made a considerable investment in Allen Electric & Equipment Co. of Kalamazoo, Mich., has been appointed executive vice president and general manager. Formerly head of Arno Adhesives Co., Michigan City, Ind., Boltz has announced current plans for expansion of Allen's automotive test equipment lines and entry into allied industrial areas where the company's design and manufacturing facilities can be directly applied.



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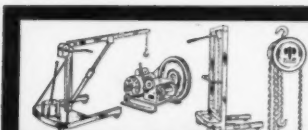
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## Big Engine Changes Loom Ahead, Engineer Says

A FORD MOTOR Co. executive predicted at Seattle, last month that the 1960's will produce major developments in engines and instruments that will help the automobile driver make important driving decisions.

"Conventional engines that have been refined far beyond the limits of their present efficiency and performance" will power future cars, Victor G. Raviolo, executive director of Ford's engineering staff, told the annual meeting of the American Automobile Association.



He said he also expects a greater variety of automobiles that will use less gas, require less servicing and last longer.

Raviolo said tomorrow's car will result from three main forces: the social and economic environment, consumers' needs and desires and the technological advances made possible by

the automotive industry's scientific research in this country.

These three factors are interrelated, he said, because "consumers' needs change with a change in environment, and technological advances are made in response to those needs."

Raviolo said he expects to see a major breakthrough in high-speed, lightweight diesel engines—a "breakthrough that will make diesels suitable for taxicabs, delivery trucks and farm trucks."

"When it comes, perhaps diesel engines can be offered as optional powerplants for private passenger cars," he said. "Of course, that will depend on fuel prices and taxes."

The gas turbine also may have a great impact on future transportation, he said, adding:

"We at Ford are now well along with a completely new turbine arrangement. In effect, we have taken the simple gas turbine and added a supercharger. This arrangement gives us the fuel economy of the diesel engine under most operating conditions."

For some time, higher initial cost of the gas turbine probably will confine this kind of engine to heavy-duty trucks and buses, Raviolo said.

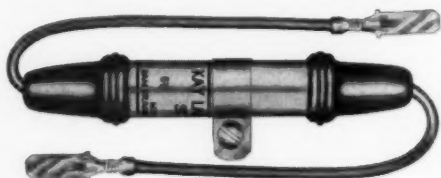
Engine researchers are also looking for improved fuels, he said, explaining:

"We are looking for a fuel formula that gives quick release of electrical energy and that can be manufactured, stored, transported and distributed at low cost. And when we find it, we will combine the clean, quiet, shiftless operation of battery-electric vehicles with the long-range operation of our gasoline-piston vehicles."

He also mentioned the automatic highway with automatic vehicle control.

It is technically possible, he said, "but I do not believe it will be developed on an extensive scale. The cost would be very high, yet the usefulness would be low because most vehicles are driven most of the time off the super-highways."

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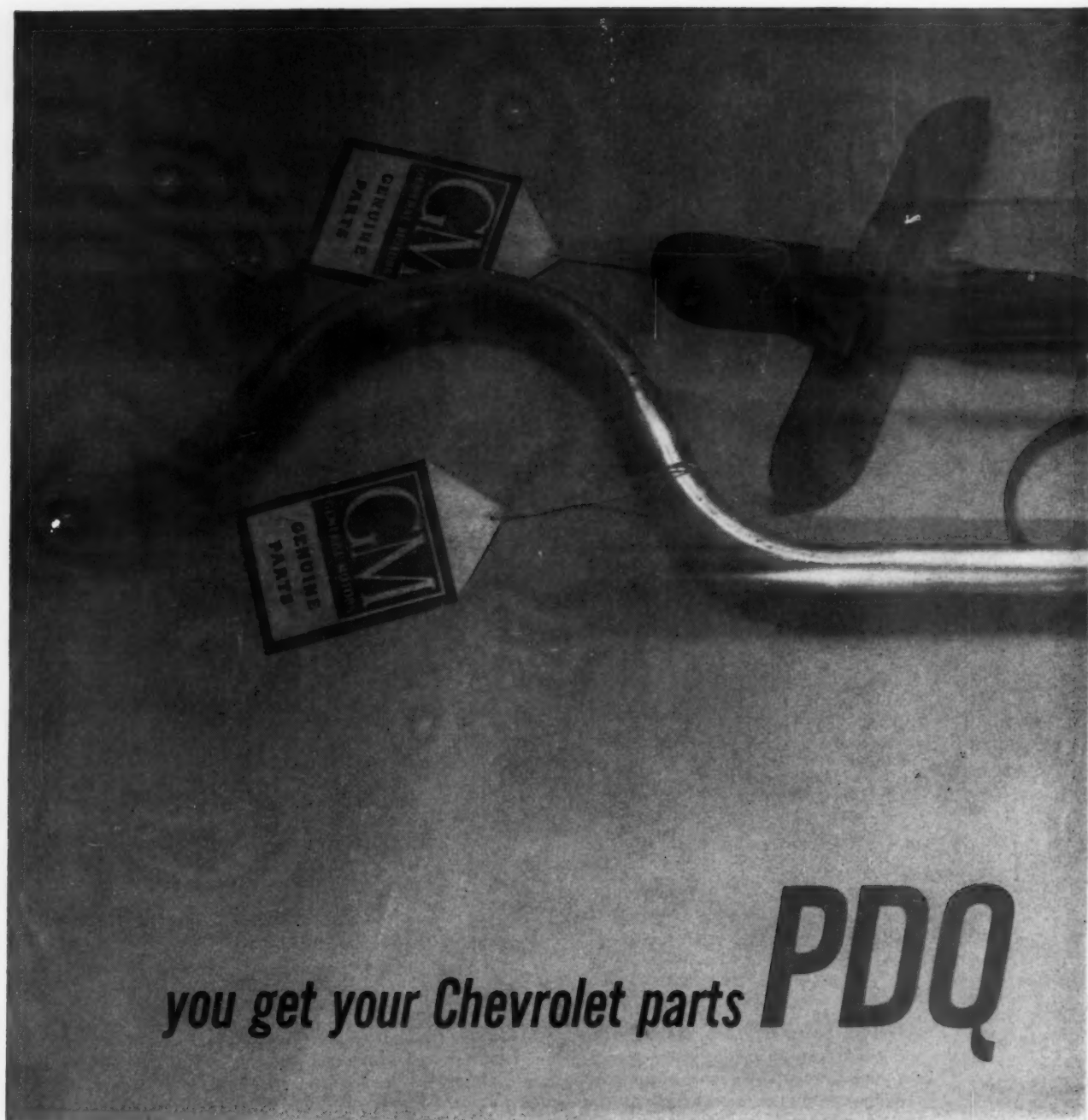


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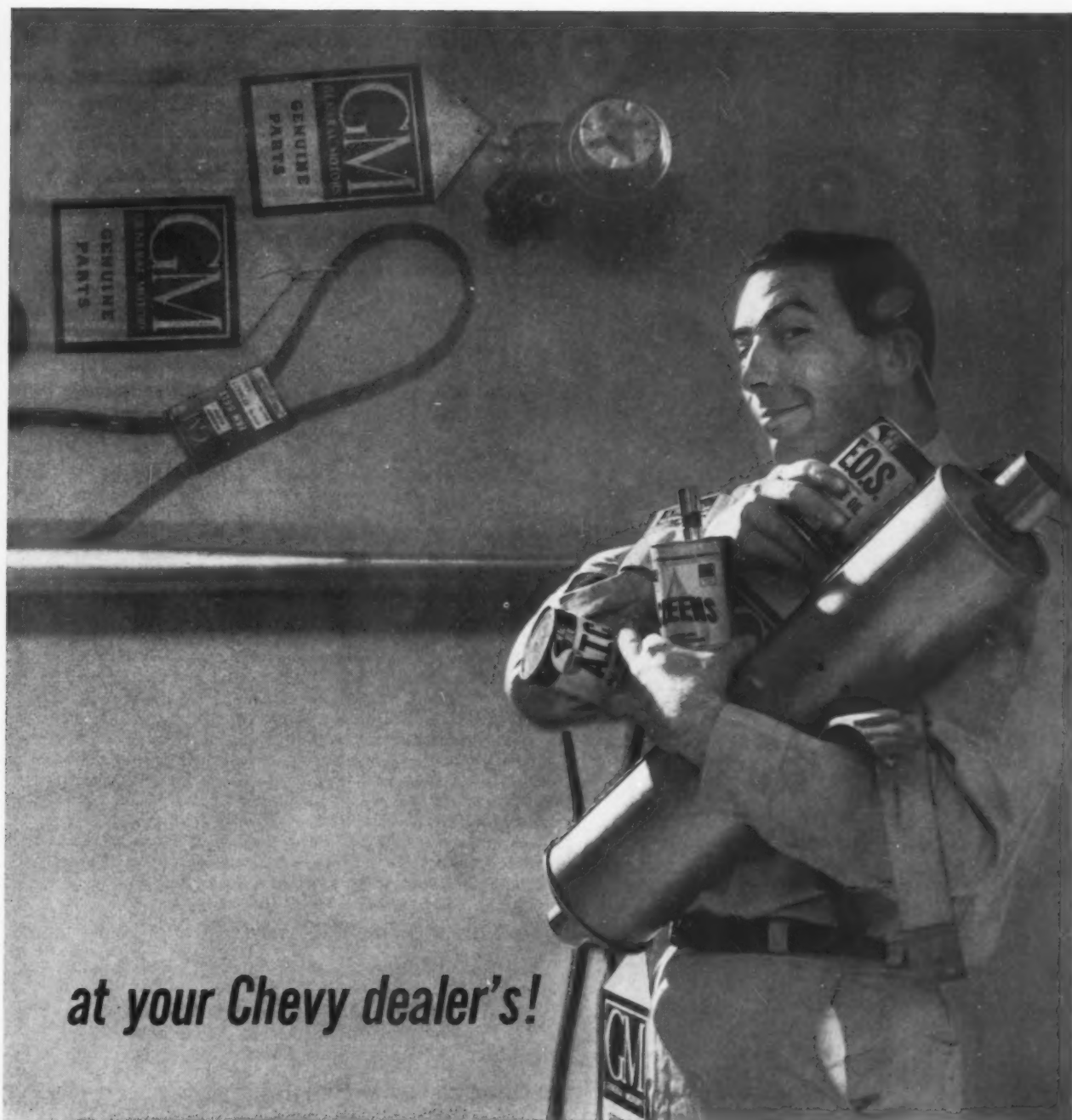


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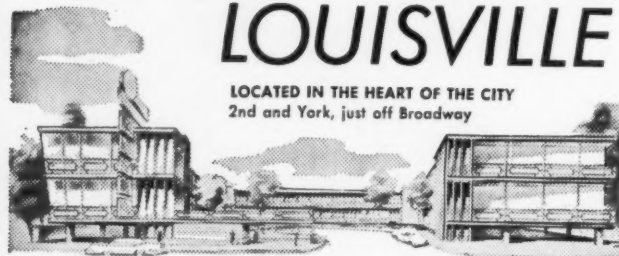
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## Oil Economy Is No. 1 Reason For Overhauls, Survey Shows

**G**REATER OIL economy proved to be the No. 1 selling point in selling engine overhaul jobs, according to a recent survey made by the Piston Ring Manufacturers Group.

Next in order of importance were: cheaper than buying a new or second-hand car, compression test, excessive blue smoke from tailpipe, breather blow-by, more power, safety to driver and passengers, engine noisy, greater gasoline economy (better mileage) and hard starting when engine is hot.

Other selling points used by salesmen were: (1) overhaul now to stop further wear and costly repairs, (2) a convenient time payment plan and (3) general condition of the car is good enough to warrant an engine overhaul.

Piston ring manufacturers' representatives carried the questionnaires on their regular calls, giving them to shop owners or managers to be completed. Returns totaled 143. As to the source of engine overhaul and ring replacement work, the survey showed that 63.7% of it was repeat business from former customers and that 4.7% was brought into the shop by recommendations from previous customers. Only 3.8% came from other garages, 3.5% from car dealers and 7% from service stations.

In 73% of the repair shops replying to the survey, personnel had been trained to actively sell customers on overhaul jobs. This group was installing an average of 109.3 sets of piston rings per year compared with an over-all average of 94.8. The 27% that had not trained employees to sell overhaul jobs were installing an average of 74.3 sets of rings per year.

In a previous survey made by the group, it was established that every piston ring replacement job brought into a shop increased over-all profit far more than the profit on the rings. Figures taken from almost 2,000 actual job tickets showed that for every dollar spent on piston rings, three additional dollars were spent for other engine parts and three additional dollars for labor, or six extra dollars for every piston ring dollar.

## National Wheel Group Elects Nebraskan

**W**AYNE HEMPHILL of Omaha Rim & Wheel Co., Omaha, Neb., was elected president of the National Wheel and Rim Association during the 38th annual convention recently at French Lick, Ind.

Vice president is J. H. Robblee of Seattle, Wash. C. W. Cousins of Minneapolis, Minn., is director at large. Director of the eastern zone is R. H. Hunsicker of Harrisburg, Pa., and John Beller of Beller Wheel, Brake & Supply Co., Memphis, Tenn., is director of the Southern zone.

NWRA's next convention will be held in Seattle in September 1962.

## Atlanta Fleetmen Hear Schuster

"Bill" Schuster, sales engineer for Perfect Circle Corp., addressed the Atlanta (Ga.) Fleet Superintendents Association last month on "Piston Rings, Pistons and Cylinders." For entertainment, the group saw the first showing of the 1961 Daytona and Indianapolis race in the Atlanta area.

## Lowered Consumption Follows Gasoline Tax Increases

**T**HREE TIMES during the 1950's a federal gasoline tax increase was followed the next year by country-wide symptoms of a slackening growth in gasoline consumption.

That is what Russell H. Venn, vice president of Humble Oil & Refining Co., told the North American Gasoline Tax Conference in Mobile, Ala., last month. The first slump followed a federal tax increase in 1951, he said, adding that 27 states and the District of Columbia showed a lower rate of growth in gasoline demand the year after that increase than they had shown in the year before it.

When another increase was made in the tax in 1956, the rate of growth declined in 40 states, compared with the preceding year, Venn said. A 1959 increase was followed by a decline in the rate of growth in 39 states. Each time the tax was raised there were, therefore, strong signs of resistance by motorists and lower average gasoline consumption per car, he said.

Tax increases, the oil company official said, were actually a principal reason for the introduction and growth of the "compact" car. Motorists believe that gasoline prices are higher, but nearly all of the increased cost of gasoline in the last ten years is due to higher taxes, he said.

Combined federal and state taxes on gasoline now average more than ten cents a gallon. This is about 50% of the nationwide average retail price, exclusive of taxes, which was 20.61 cents a gallon in September.

## Dodge Appoints Love

W. H. Love has been appointed national field service manager for Dodge, succeeding Robert H. Kline, who was named service director on August 1. Love entered the automotive field as a special service representative for Dodge at Memphis, Tenn., in 1952. In 1955 he was named regional service manager for the Memphis region and two years later was appointed to the same post at Cincinnati. Born in Humboldt, Tenn., Aug. 14, 1919, Love attended the University of Tennessee.

## Lakeland Dealers Pick Waters

"Bobby" Waters of Lakeland Ford Co., Inc., is the new president of the Lakeland (Fla.) Automobile Dealers Association. Other officers are "Skip" Brown of Skip Brown Auto Sales (Renault and SAAB), vice president, and George J. Husek of M. P. Tomlinson Co. (Cadillac-Oldsmobile), who is secretary-treasurer.

## Cardon Succeeds Seanor at Kent-Moore

H. P. Cardon has been appointed general sales manager for Kent-Moore Service Tool Division of Kent-Moore Organization, Inc., succeeding John M. Seanor, who resigned to take another position. K. W. von Gruen, former chief contact engineer, succeeds Cardon as assistant general sales manager.

## Tarratus Dies in Savannah, Ga.

Robert Willington Tarratus, Oldsmobile dealer in Savannah, Ga., from 1943 until 1960, died recently after a short illness. A native of Middleburg, Fla., he had been in the automobile business for 40 years.

# LEE

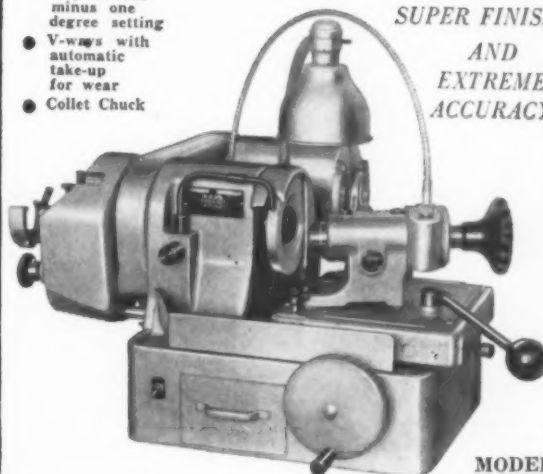
# LIFETIME

Valve Refacer

SUPER FINISH

AND  
EXTREME  
ACCURACY

- Zero to 90° positive stop — and minus one degree setting
- V-ways with automatic take-up for wear
- Collet Chuck



MODEL  
K403CM

The only valve refacer that offers all automatic pre-load compensation for wear. No mechanical adjustments necessary, or expensive service or parts replacement. Machines retain original fine accuracy throughout years and years of service.

K. O. Lee Company, Aberdeen, S. D.

Now... Trade in your old  
tire changer and

**BUY THE BEST  
FOR  
ABOUT 50c A DAY!**

**Bushman 880-61**  
FULL POWER TIRE CHANGER

Air Power double bead breaker, Electric Power mount and demount, capacity all wheels AND rims 12" through 17 1/2". Ask your Jobber for a demonstration. **TRADE IN** your old tire changer—NO CASH needed in most cases to buy this Bushman #880-61 Full Power Tire Changer.

**Bushman MFG. CO. RT. 2, OSSEO, MINN.**



**NOW! NEW! only from  
FARBER**

**FARBER-MATS**

Direct, prompt delivery on prepaid, freight shipment basis from Memphis or our mill, the newest, most modern in the U. S.



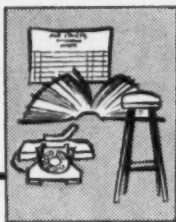
- Highest Quality Rubber
- Precision Tailored
- Rug Textured
- Felt Backed
- Contour Moulded
- Long Wearing

DISTRIBUTORS, JOBBERS, DEALERS, WRITE NOW FOR YOUR QUOTATION ON LARGE VOLUME, HIGH-PROFIT FARBER-MATS — AND ALSO ON OUR SEAT COVERS, AIR-COOL CUSHIONS AND GENUINE CARPETS.

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BROTHERS, INC.

Nashville, Tenn.  
and  
Little Rock, Ark.



## SOUTHERN JOBBERS and FACTORY MEN

# Six Turnovers: Our Minimum

**Sales Are Up 15%,  
Credit's No Worry  
and Employees Stay  
Long at This Firm**

**By JOHN D. "Jake" LEE**

**Owner and General Manager  
Anniston (Ala.) Auto Parts Co.**

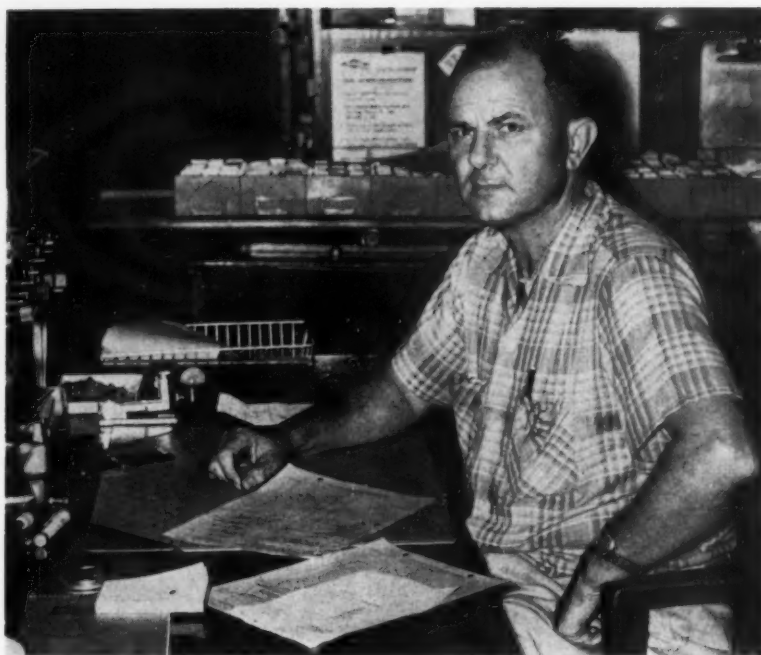
**B**Y EMPHASIZING breadth rather than depth in our inventory and by incorporating speed-up ideas in cataloging and ordering, our company's gross and net have kept pace in proportion with a 15% stock expansion the last two years.

Several other factors have been vital in keeping total business and profit a jump ahead of rising costs, but increased speed in serving our customers has been the principal payoff.

It should be noted here that our 1960 growth rate was slowed to five per cent, but over-all in the last 24 months we have attained the 15% increase that we feel is the maximum growth rate commensurate with personnel training and surplus capital.

In examining the reasons for our growth, I would list these:

- 1.—A broad inventory, properly laid out and identified;
- 2.—Cataloging by manufacturers' names rather than numerically and ordering from a visual bin-tag stock level rather than perpetual inventory;
- 3.—Well-trained countermen, each a specialist in something and operating as a complete unit;
- 4.—A good layout system for delivery;
- 5.—A machine shop that produces



The author has long been recognized as one of the South's aggressive jobbers. The son of a wholesaler, he's a past president of the Automotive Wholesalers Association of Alabama. He relates in detail programs he has inaugurated.

a profit rather than being a necessary evil;

6.—Separate tool-and-equipment and case goods departments;

7.—Efficient office and credit procedures.

It is stating the obvious to say that a parts jobber's goal is to have what a customer needs and to deliver it to him in the shortest possible time. While taking full cognizance of the other necessities of business life, however, a jobber who can produce on these two aims can expect to make a reasonable return on his investment.

Before detailing the way we operate, perhaps a little background on our company is in order. My father, the late John O. Lee, started

a junk business in 1933, began carrying a few new lines in 1937 and became a parts jobber in 1940, having added a machine shop a couple of years earlier. I became his partner in 1950 and bought out the business in 1954.

We have 17 employees and 17,000 square feet of floor space comprised of a warehouse, parts department, machine shop, tool-and-equipment and case goods departments, and the business office.

A parts jobber's best salesman is a good, broad inventory. To us this means, for example, buying four each of three items rather than a dozen of one. We buy furiously and often—but carefully. Our stock—which includes 22,000 different items



Dick Lee (left), son of the owner, discusses equipment with a garage customer. A separate department for tools and equipment doubled profits shortly for the Alabama company.



Bin tags and visual stock control enable this wholesaler to review inventory in one-fourth the time required to check perpetual inventory cards, according to his own experience.

in 200 lines with another 100 lines available on special order—is laid out according to factory lines. Bin tags specify desired stock level on each item.

The bins are numbered in such sequence that one row picks up right across the aisle from where its opposite number leaves off.

We maintain, of course, a perpetual inventory file. But we don't order from it. We use it for movement information only. With the bin tags and visual stock control I can write up orders in one-fourth the time required to flip through a line in perpetual inventory.

Naturally this calls for real efficiency on the bin tags. If stock levels are changed or new merchandise added, we change the bin tags immediately.

I order every line at least once a month, some twice a month and most of them once a week. When the need becomes obvious, any given stock level is increased. If we run out of an item in a week, for example, we double the level. This system also shows promptly if the stock man is goofing up, if we have ordered wrong, or if the factory has shipped in error. Frankly, however, I would not recommend this system unless a jobber follows it 100%.

We watch national classification and recall lists carefully and keep no deadwood. Most manufacturers

keep us cleaned of obsolete merchandise. When we don't get satisfaction we retard the line in question. That generally gets the results we want.

With our cataloging system, under which parts are classified alphabetically by manufacturer, a counter salesman doesn't have to look up a part twice. When he gets an order, he immediately thinks of the line the part is controlled under and gets right into that section. We place price sheets in the front of our catalogs, rather than in the back, making them more accessible.

Being thoroughly familiar with the stock layout, the counterman can make a fast sweep and return with the merchandise in one-half the time once required. As a result, most of our countermen produce \$100 or more in daily sales. And we have six to seven stock turnovers a year—never fewer than six.

The counter setup we believe to be highly efficient. Each salesman has his designated working area complete with master catalog, telephone, billing machine and local purchase order. He posts his own catalog up-to-date and has his own ticket drawer so that, although all work as a team, we know what each is producing. The salesman answers the telephone with pencil in

hand—we don't rely on memory.

Time studies have shown that each counterman averages 125 telephone calls a day, a figure that speaks for itself.

Nameplates in front of each salesman have proved tremendous assets. Customers quickly learn to ask for a particular salesman by name, which is time-saving and good public relations.

When a telephone order is filled, it is placed on a large delivery table which is divided into four principal delivery areas. A fifth section is reserved for pickups by other parts jobbers. This saves considerable time for both counter and delivery men.

We run three trucks on city delivery, which—as long as we are stuck with it—we make it work for us with consistent hustle.

In earlier years we felt that it required three to five years to train a counterman. We have cut that to six months to a year with firmer qualifications and more intensive training. A prospect must have the equivalent of a high-school education and at least five years as an automobile mechanic, plus sales aptitude.

The rookie counterman is placed between two veterans who keep him under close watch, teaching him to read the catalog and learn the parts layout along with other routines. If



Each counterman's name is on a nameplate in front of his working area, personalizing his relations with the walk-in trade. Each counterman works from his own catalog, also.



Precision equipment is kept in top condition. The highly-trained mechanics make the machine shop a valuable asset to the owner, who has long been an active member of AERA.

he gets in trouble, he has experienced help on either side.

Most of our countermen are specialists in some thing—in mixing paints, in internal engines, fitting problems, air, etc. They have attained this through experience, attending special schools and studying manuals. And, believe me, specialists attract customers. When one of our regular accounts is in a tight for, say, a special paint mix, we're only too happy to oblige. But if it's a man who comes around only when he's in trouble, we turn him down, even when we are offered twice the price.

The machine shop is a valuable asset and an excellent salesman. We maintain many thousands of dollars worth of precision equipment in top condition. But the difference in profit and loss is personnel and training.

Two years ago we bought the remainder of the building in which our plant is situated. This enabled us to set up separate departments for tools and equipment and for case goods.

Previously we had been selling tools and equipment, but because of the space squeeze couldn't lay them out right. With the separate department, we increased sales considerably there in a year without adding any manpower.

This room, which is accessible only through the parts department, has its own catalog and phone extension. When a counterman gets a tool order, he punches the "hold" button on his phone, goes to the tool room to check the catalog and fill the order, then returns to the parts counter to bill it.

A separate tool and equipment display stimulates impulse sales. Recently a dealer from another

town, larger than Anniston, bought \$350 worth of tools simply because he saw them on display and their operation was explained.

One of our men is a specialist on air equipment. His training cost several hundred dollars but the investment was paid off within 18 months. It's not unusual for us to sell as many spray guns, for example, as all our competitors combined. Which further confirms what I have always believed: a man with product knowledge can outsell a so-called smooth salesman two to one.

With our separate case goods room we display much more and sell much more. The order-taking arrangement is the same as for the tool department, and again there's no added manpower.

Two things that can ruin a parts jobber are inadequate control of inventory and inadequate control of credit. I believe that neither the owner nor the manager should try to handle credit because obviously he can't find time to check out credit applicants properly. Here at Anniston Auto Parts our office manager is also our credit manager.

Our thinking is that the best collection technique is proper opening of an account. We use a standard credit control form and check with the credit bureau and any other source that is available for information. We then decide if the prospective customer meets our credit requirements. If so, we open the account.

Our credit manager explains our terms to a prospective customer—when the books are closed, when payment is due, etc. After the first-of-the-month statement is mailed, we follow through on the 15th and

20th. If the statement is not paid by the 25th, we find out what the holdup is. Sometimes we go along with the delay, sometimes we don't, depending on experience with the particular customer. But if we are forced to close an account, it stays closed until he can prove to us that he can handle his monthly account satisfactorily.

Our credit loss is less than a tenth of the one per cent average. And some of our best cash customers are people we had to put on C.O.D.

Frequent errors in billing will, of course, hurt business. A system worked out with a CPA several years ago counter-proves all our figures. All counter tickets are double-checked in the office and a correction notice is dispatched in case of error.

Through triplicate copies, we give a credit customer a copy of his purchase at the time of sale and mail another with the monthly statement. Many garagemen have found this convenient because in their haste they have misplaced the first.

Personnel-wise we have been most fortunate, with very little turnover. My assistant has been with the company 23 years; the shop foreman, 13 years; his assistant, 16 years; the office manager, 15, and the counter salesman average 7 or 8 years. The outside salesman joined us at age 12, sweeping floors. He has been here 14 years already and is still a young man.

Numerous ideas for improving and speeding service originate with employees. Before we execute any of them we conduct an informal round-table, giving everyone a chance to voice his opinion. The final decision is mine, of course, but the method is productive.

We evaluate each man's contribution to the company twice a year to determine efficiency, and when the profit structure permits, he receives an increase in compensation. I emphasize to all our employees that "no man works for me, but with me," and good relations have resulted.

In addition to the numerous factors already defined as having contributed to the growth of Anniston Auto Parts, still another must certainly be mentioned: the large number of good independent garages in the Anniston area. No matter how efficient our operation, we obviously must have customers.

### Walden and Ward Merge Charlotte Operations

CARL E. Walden and Ben T. Ward, manufacturers' representatives of Charlotte, N.C., have merged to form Walden & Ward, Box 9372, Plaza Station, Charlotte 5.

Well known in the industry, Walden and Ward will operate on a full partnership basis covering the Carolinas, Virginia, eastern Tennessee and southern West Virginia. The company will continue to represent lines the two firms had represented in the past.

### AAR Issues Article On Commission Rates

AUTOMOTIVE Affiliated Representatives has issued an article on commission rates paid factory representatives entitled, "Mr. Manufacturer, Are Commission Rates to Your Representatives Adequate?"

This material, compiled by a special committee which included Frank Russell of Dallas and others, will be made a part of AAR's membership roster, starting with the 1962 issue, Executive Secretary Ed. L. Lee announced.

### Floridian's ASIA Slogan Wins

Winning slogan, "Thinking New in Sixty-Two," for the 1962 convention of the Automotive Service Industry Association was submitted by Jack S. Tanner, vice president and general manager of Tanner Auto Parts, Inc., Fort Myers, Fla. As his reward, Tanner will receive a free roundtrip fare for two to attend the convention in Chicago, Ill., Feb. 26-27. His slogan was unanimously adjudged the best following deliberation of several hundred contest entries submitted by wholesaler, manufacturer, warehouse distributor and rebuilder members.



Officers of AWOT are (l. to r.): seated, J. E. Wilson of Houston, first vice president; Wayne Bull of Wayne Bull Co., San Antonio, president; Yancy Robertson of Dallas, retiring president; O. D. Reed of Lubbock, second vice president; standing, G. C. Morris of Austin, executive director; Joe McClure of Fort Worth, secretary, and Poncho Oatman of Austin, who is the treasurer.

## Tax Tangles Texans

By **BARON CREAGER**

Southwestern Editor

IN A question-and-answer session presided over by a state official during the annual convention of the Automotive Wholesalers of Texas in San Antonio, a wholesaler got his answer to a question about the new Texas two per cent sales tax and exclaimed:

"Oh, my!" Then he sat down, wagging his head in frustration.

After this session another wholesaler, referring to penalties in the law, expressed the opinion that "the jails of this state are going to be quite full." And another commented that "the more questions that are asked and answered, the more confused we get."

One item of surprising information that came out of that session was this: On certain items the tax is figured on the total obtained from adding the item price and the federal excise tax on that item, resulting in a tax upon a tax. The act became effective Sept. 1.

Answering wholesalers' many, many questions from 4 to almost 6 p.m. was Bill Harrison, who admitted the state was almost as far at sea about the new law as the taxpayers. Harrison is in charge of administrative procedure and is analyst

in the office of Robert W. Calvert, state comptroller, whose office administers the law. Said Harrison in introduction:

"We don't know a whole lot about this bill yet. We have released a number of rulings and we have cancelled some of them. I will give you my comments and they are the best available today, but tomorrow they may be all wrong. You can do one of four things: 1.—Have the tax money and pay; 2.—have exemption certificates on those sales that qualify; 3.—have resale certificates where they apply; 4.—have proof that you sold an exempt item."

The comptroller's office will be tough about applying penalties, said Harrison, who admitted his office has an accumulation of 80,000 unanswered letters about the tax.

Dates of this 28th annual convention were Oct. 12 and 13, with two half-day business sessions and an equal amount of time in half-day portions for the annual booth conference, patronized this year by 86 factories or their representatives.

One speaker, John W. Nerlinger, executive secretary of the National Congress of Petroleum Retailers, pictured a vastly expanded market

in non-petroleum products for service stations "when our goal of economic freedom can be attained for the service station marketplace."

Nerlinger said that in 1960 sales by service stations were 17½ billions and of that three billions were from sales of products other than gas and oil. That three billions can be doubled with economic freedom from service stations, he asserted.

"Petroleum retailers and jobbers have some characteristics in common," he said, among these being that "they want to be in business for

themselves and they want the free enterprise system, free of corruption from greed and coercion."

In his talk entitled, "Awareness for Tomorrow," J. A. "Jack" Bryant of Bowling Green, Ky., president of ASIA, urged Texas wholesalers to be constantly aware of their present and potential opportunities, the tremendous sales opportunities in the modern service station, opportunities in the newly-found unity of ASIA, the evolution in discount practices and the trend toward a welfare state for the nation and deficit spending.

Norman P. Cohen, one of three partners in Cohen Auto Parts of Erie, Pa., winner in the past 13 years of ten awards from the Automotive Advertisers Council, displayed a large number of samples of the firm's advertising. Sales volume in 1960 was \$2,500,000, of which one per cent, or \$25,000, was set aside and spent for advertising.

#### Effective Jobber Advertising

One example of the effectiveness of the company's advertising was a 48% increase in sales of mufflers and exhaust system items.

Luncheon meetings on the two days of the convention were addressed by Dr. Carl S. Winters and Dr. Charles L. "Chuck" Lapp. Other speakers were J. J. Pickle on "Increased Unemployment Compensation Benefits," and Lloyd L. Lott on "Reducing Workmen's Compensation Claims."

James W. Soule (pronounced Soo-Lay) of Houston, chairman of the resolutions committee, brought in a large sheaf of policy declarations, all of which were adopted by the convention.

Among these were resolutions that endorsed: Service charges on past-due accounts; the Boggs bill, H.R. 640, making dues and expenses necessary to influence legislation deductible for tax purposes; uniform vehicle code and the manual on uniform traffic control devices for streets and highways; the Freedom Council sponsored by ASIA.

Other resolutions opposed: Use of premiums of any kind by manufacturers; unnecessary government controls over and intervention in business; direct factory sales to oil and rubber companies and the trend toward making wholesalers out of retailers.

In the latter resolution a "wrap-up" clause suggested as a step toward solution of the problem "that all manufacturers granting redistribution allowances do so only upon strictest compliance with contract agreements."

Aside from the principal officers, new directors elected were W. L. Creger, Longview; John Knigge, Houston; Forest Mock, Tyler; Thomas H. Daniel, Fort Worth; Erle Powell, Gatesville; Fill Gale, Waco; Eugene Sams, Austin; Walter Cummings, Kerrville; Roy L. Nash, Galveston; Oscar Lenertz, Port Lavaca; A. H. Brinkman, Denton; W. T. Reasor, Wichita Falls; A. D. Myers, Colorado City; Francis J. Bowen, San Antonio; J. L. Minyard, Edinburg; R. B. Chandler, Anton.

## WHO'LL MAKE THE SALES YOU DON'T ?

Maybe nobody—maybe you'll get *all* the business in town. But we doubt it.

However, we do know *this*: Every cold morning this winter, some motorists in your area are going to start driving in icy cars—and they're going to fuss like fury because they drive for miles before their heaters start to warm up.

They'll head into some station or garage and gripe—and *somebody* who's on the job will ring up another thermostat sale with its mighty juicy profit. Perhaps it'll be you.

We *know* it'll be you if you jump the gun and act *first*!

Don't wait till the freezes come. Warn every customer of trouble ahead and suggest a thermostat check-up *now*. If it's worn, broken, or is a low-temperature 'stat—replace it with a new Hi-Temp Winterstat—the fully balanced thermostat made especially for winter driving. Cleans itself; can't clog up, can't overshoot.

There's only *one* Winterstat. It's the high-temperature AUTOSTAT® made by Robertshaw.

It's the easiest thermostat to stock—just 4 models cover 95% of all cars—and by far the easiest to sell.

Hundreds of dealers are going to sell Autostat Winterstats this winter like crazy. Hope you're one of them!



The influence of Canadian markets on U. S. manufacturers was the subject of one of the principal discussion periods at the fall meetings of the Automotive Advertisers Council held recently at London, Ontario. D. L. Products, Inc., of Buffalo, N.Y., was admitted as a new member. Four lifetime honorary memberships were bestowed upon former members: T. Faxon Hall, recently retired from Walker Mfg. Co., Walter Kirkpatrick of Wilkening Mfg. Co., Richard Carr of Olin-Mathieson, Inc., and Herman Teator of Perfect Circle Corp. Albert Joseph (seated in center) of The AP Parts Corp. is president of the council.

### MEMA Brochure Shows Record Membership

WITH the addition of 53 more manufacturer listings in the first nine months of this year, the 1961-1962 Motor and Equipment Manufacturers Association brochure, issued Oct. 1, not only features many new committees and their objectives, but also an all-time high membership of well over 500.

The 47-page yearbook and membership directory traces the growth and progress of the association since its inception in 1904, when 37 manufacturers met in Newark, N. J., to sign the original charter.

### Black & Decker Names Boehm Sales Manager

ARTHUR S. Boehm has been named to the newly-created position of sales manager of The Black and Decker Mfg. Co.'s industrial-automotive division, according to W. Griffin Morrel, executive vice president.

Boehm will directly supervise all division district managers and will report to Glen H. Treslar, general sales manager. Formerly eastern regional sales manager of the division, Boehm has been with the company since 1934.

## JOBBER'S BUYER'S COMING SOON!!!

The sixth annual Edition of the Annual Directory is now on press. A copy has been reserved for you. Over 1500 companies serving the replacement service automotive trade are listed.

Most of these companies list their territorial representatives, giving their name, address, telephone number, and even the territory they are traveling.

The Directory offers you a ready finger-tip reference to get in touch with your factory contact. A handy "where to get it" Buyers Guide is also included, listing the products of all advertising manufacturers. It is as easy to use as your telephone book—and gives you the only representative list available.

## W. R. C. Smith Publishing Company

Publishers of SOUTHERN AUTOMOTIVE JOURNAL

1760 Peachtree Rd., N. W.

Atlanta 9, Georgia

Stradley Motor Supply has expanded its "quickie" machine shop facilities into full-blown services, with the addition of a heavy-duty crankshaft regrinder, 60-ton hydraulic press, brake drum lathe, head surfer and other equipment at its Titusville, Fla., location. Note how President J. R. "Chic" Stradley has arranged for the shop to be up front in his newly-remodeled building. Over \$200 in door prizes was given away and films of the Indianapolis 500-mile race were shown to the scores of customers who attended the open house last month. The firm began in 1956.



## MEMA Names Directors For 1962-64 Term

**D**IRECTORS elected by Motor and Equipment Manufacturers Association for the 1962-64 term are:

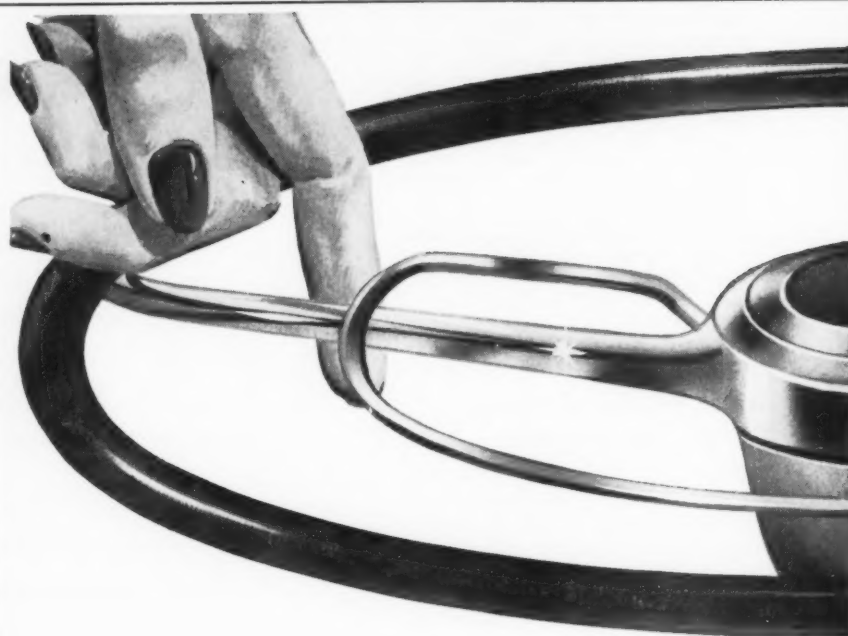
H. F. Davis of Champion Spark Plug Co., Toledo; J. B. Doll of Federal-Mogul-Bower Bearings, Inc., Detroit; T. A. Kreuser of Bendix Automotive Service, The Bendix Corp., South Bend, Ind., and S. S. Orben of Ingersoll-Rand Co., New York.

Other directors are R. D. Adams of Clayton Mfg. Co., El Monte, Calif.; C. A. Benoit of Permatex Co., Inc., Huntington Station, New York; J. B. Dempsey of Thor Power Tool Co., Aurora, Ill.; G. H. Goehrig of Blackhawk Mfg. Co., Milwaukee, Wis.; J. W. Howell of The Timken Roller Bearing Co., Canton, O.; R. W. Lackner of Gumout Division, Pennsylvania Refining Co., Cleveland; W. A. Raftery of Signal-Stat Corp., Brooklyn, N. Y., and R. D. Williams of E. Edelman & Co., Chicago.

## General Battery Names Grube and Ettele

**F**REDERICK A. Grube, formerly assistant industrial sales manager for General Battery and Ceramic Corp., has been named sales manager of the bus, marine, aircraft and industrial division, while George H. Ettele, formerly assistant advertising manager, has been elevated to advertising manager.

Grube formerly was eastern original equipment sales manager of The Electric Autolite Co.



# Moog makes power steering

**1 EASY TO SPOT!** Just look for these tell-tale signs:

- Noise, vibration or pulsation in steering unit
- Hard steering during normal driving
- Turns one way easier than the other
- Poor return of steering wheel
- Steering wheel jerks or surges when parking
- Hard steering while parking
- Momentary increases in effort needed to turn wheel

**2 EASY TO MAKE!** MOOG power steering repair parts get to the heart of the problem. Loss of power steering fluid can sometimes be traced to leaky seals. These units are easily rebuilt by using MOOG Seal Kits. They contain all replaceable parts—everything you need to put the unit in tip-top condition.

One of the big power steering problems is worn-out pressure hoses. They're simple to replace with new MOOG Pressure Hoses—takes just 15 minutes and a single wrench. Imagine the car-owner's surprise and gratitude at such a quick, economical repair.

**MOOG MEANS**

## Redistributors—Not Warehouses—Blamed

CHARLES F. Bridwell of Thomas S. Perry Co., the well-known warehouse distributor at Atlanta, has written the editors of SAJ questioning the heading on an article in the September issue [page 174]. He wrote:

"In your article in the September issue of SOUTHERN AUTOMOTIVE JOURNAL, under the title 'Warehouses Get the Blame for Creating Bogus Jobbers,' don't you think you

should have headed it up 'Redistributors Get Blamed for Creating Bogus Jobbers'?

"I agree with the long-time Southeastern wholesaler who is a past president of his state association on his statement 'The tendency of distributors to set up on jobber prices small accounts—even service stations, garages and car dealers—is dangerous to the industry and will eventually destroy redistribution.'

"However, I do not agree with the second gentleman, if he is talking about warehouses and not redistrib-

uting wholesalers that 'Warehouses are fine except when they sell you and also sell your customer at cut prices. About 50% will do just that, using their extra discount to cut your throat.'

"I think the word 'warehouses' should be more clearly defined. You know this wholesaler surely means 'a redistributor,' as a warehouse would not be selling his customer in the first place. If he was writing of a redistributor, in the second half, I do agree with him. About 50% of large wholesalers doing redistribution do cut the jobber's prices, and I am sure this trend will eventually destroy redistribution."

[Editor's note: Members of The Automotive Warehouse Distributors Association are required to file statements showing compliance with the strict rules laid down for membership eligibility, and these prohibit selling to customers of jobbers. Scores of questions must be answered satisfactorily before a member is accepted. There are many firms operating as warehouses which are not, however, members of this rapidly expanding association.]

## Boosters Chart Course For 26th Meeting

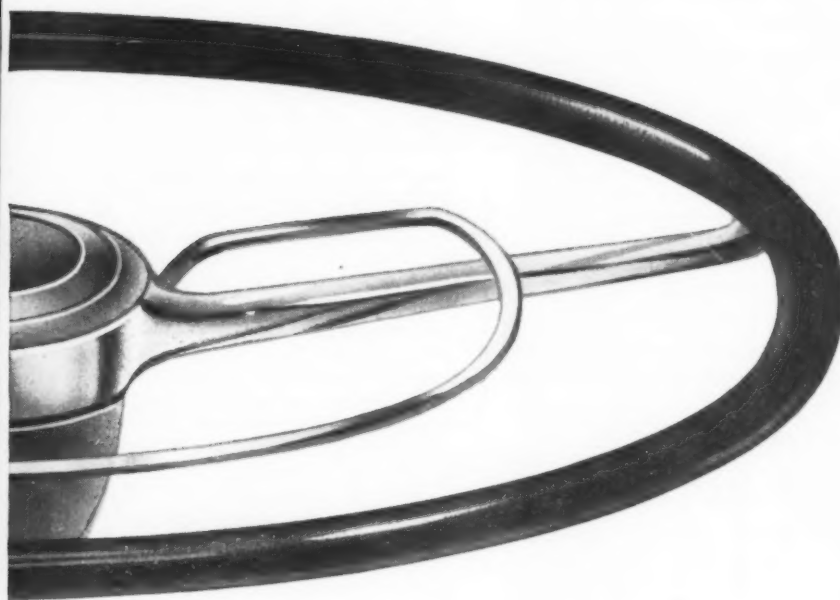
THE executive council of Automotive Booster Clubs International will meet in Room 14 of the Conrad Hilton Hotel, Chicago, Feb. 26, in a session which will begin at 9:00 a.m. and continue through the day until all business has been completed.

On Feb. 27, the board of governors—two delegates from each of the 50 chartered clubs—will meet in Room 2 to hear reports of officers, transact business, elect officers and present all special awards. The meeting is open to all Boosters in good standing. A special luncheon at noon will feature a prominent speaker. Election of officers and presentation of awards will take place at the afternoon session.

The 36th International Booster Banquet will be held in the Hilton Grand Ballroom on Feb. 28. Tables will be set for ten and tickets are priced at \$15. Reservations may be made by sending a check for the required number of tickets to A.B.C. International, Inc., 737 W. Sheridan Road, Chicago 13.

M. I. "Mose" Hudson of Jacksonville, Fla., is president of ABCI.

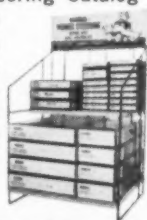
The Booster program will be held just prior to the International Automotive Service Industries Show.



## repairs easy as 1-2-3

**3** EASY TO STOCK! MOOG Power Steering Repair Parts are neatly packaged—take up a minimum of space. Special MOOG PSA-1 Merchandiser offers 18 popular seal kits and 8 hose assemblies in one compact display for counter or window use.

MOOG's Streamliner Steering Catalog carries the most complete listings available for both old and new model cars. Gives you broadest possible coverage of the fast-growing power steering repair market.



NOW IS THE TIME TO ESTABLISH YOURSELF AS "HEADQUARTERS FOR POWER STEERING REPAIRS." Get in on the ground floor and let power steering's rising popularity build your business for you! It's easy as 1-2-3 with the right stock of MOOG Power Steering Repair Parts plus hard-selling merchandising aids available from your MOOG distributor.



MOOG INDUSTRIES, INC. St. Louis 33, Mo.

## MORE UNDER-CAR BUSINESS



**Orbie**

**... AND HIS WINNING ACES!**

**CHEMBOND Patches . . . for chemical repairs. Light weight and flexible with extremely tapered edges. Designed for hot or cold application. Three round and two oblong sizes to repair most injuries.**

\*Specially formulated CHEMBOND Cement is the perfect vulcanizing activator for ACE — or any chemical patch.

Workbench Dispenser holds an assortment of CHEMBOND materials available and clean from dirt and grease. Contents: 120 small round, 30 medium oval, 30 small oval, 20 medium oval, 1/2 pt. CHEMBOND Cement, Buffer-Stitcher — all that is necessary for an ACE-perfect repair job.



**ACE RUBBER CO.**  
DALLAS 22, TEXAS

**CHICAGO'S NEW  
DOWNTOWN MOTEL  
ESSEX INN**

**Michigan Ave. at 8th St. Across from Conrad Hilton  
Chicago — WE 9-2800 — TWX-CG82**

- Closest motel to all convention centers, commercial and shopping areas, theatres, museums, art centers, and concert halls.
- Free motel parking, in-and-out privileges.
- Heated swimming pool.
- Free TV, radio, ice cubes, wake-up coffee.
- Complete group meeting facilities for up to 500 persons.
- 24-hour switchboard, valet and room service.



**Anistocrat**  
OF AMERICA

**Reserve Now For  
A.S.I.A. Convention  
February 28-March 3, 1962  
Chicago, Illinois**

**Airport limousines stop at our door.**

**YOUR HEADQUARTERS FOR BUSINESS AND PLEASURE**

## Owatonna Tools Names McCorkle and Shea

Two district managers appointed by Owatonna Tool Co., Owatonna, Mich., are William T. McCorkle, who has been assigned to Florida, and Martin M. Shea, whose territory covers the District of Columbia, Virginia, Maryland and Delaware.

McCorkle has been associated in sales capacities with Blackhawk Mfg. Co., Chicago Pneumatic Tool Co. and the G. W. Klier Co. He will headquarter in Jacksonville. Shea formerly held sales positions with Bearings, Inc., Transmission Equipment Co., Roller Bearing Co. of America, and most recently was general manager of Bearings and Transmission, Inc. He resides in Hagerstown, Md.

## West Virginia Council Names L. W. Chambers

L. W. CHAMBERS, president of L. Chambers Automotive Supply, Inc., Princeton, W. Va., has been appointed to the advisory council of the West Virginia Sports and Motor Speedways, Inc., Ona, W. Va.

Chambers said it was the intention of this corporation "to put West Virginia first in the line of entertainment and excitement for the tourists who are looking for the place to go."

## Butts Leaves Hospital; Heads Houston Firm

FOLLOWING five weeks of confinement brought on by a heart attack, Roy Butts has left the Dallas hospital where he recuperated and returned to his home in Houston.

Butts announced he has taken over Motive Parts Warehouse in Houston which has a new address, 3828 Polk, and that the warehouse is now specializing in 12 major lines.

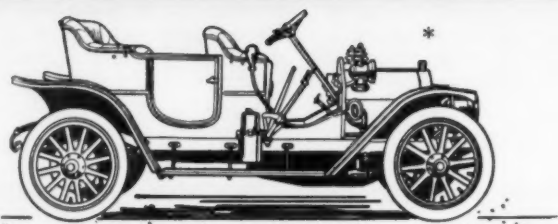
## Republic Gear Ups Thimmel

Promotion of Martin W. Thimmel to executive vice president of Republic Gear Co. has been announced by President S. S. Gordon. Formerly vice president and general sales manager, Thimmel previously had been Kansas City district manager and central regional manager. He has been with the company 23 years.

**Standard Motor Products** line has been added by **The Motor Mart** of Dallas, Texas, according to President **Bernard Egan**.



...TIMES HAVE CHANGED...  
**ELIMINATE**  
**BRAKE**  
**DIVING AND PULLING**



Today's powerful cars are constantly subjected to extreme heat that destroys tension of brake shoe return springs—causing fading and rapid lining wear.

To insure maximum cooling area between the lining and drum, always install LEE Heavy Duty Brake Shoe Return Springs on every reline. They are packaged in Axle Sets! Look for the green and yellow box from your jobber.

A complete line of packaged brake shoe return springs and brake hold-down parts for passenger cars and trucks.

Write for Catalog No. 260



**Lee**  
**MFG. CO.**  
 1527 - 26th Street  
 Santa Monica, California

\*Car shown above is 1909 Chalmers

**BLUE HERON E-Z PAC**



**NO Reach Easy Roll**  
**E-Z PAC Roll**

**EASY TO INSTALL—**  
**FITS ALL CARS—**  
**MAY BE REMOVED IN SECONDS**

**BLUE HERON CRANE CO.—Manufacturer**  
 8435 Baldwin St.—Oakland, California

**MANUFACTURERS REPRESENTATIVES**  
 CARL WALDEN—2522 Country Club Lane,  
 Charlotte, N. C.  
 THE MINNICH CO.—1035 Grant St. S. E.,  
 Atlanta, Ga.  
 STANLEY BOWLES CO.—1910 South Lamar St.,  
 Dallas, Texas  
 BATE-BUSHLEE CO.—124 South Sherrin,  
 Louisville, Ky.  
 ED PLOSS—1511 Fairmount Avenue,  
 Philadelphia, Pa.  
 THE FRANK LIBBY CO., Inc.—2525 Tomahawk  
 Rd., Prairie Village, Kansas

- CAMPING
- FIELD WORK
- PICNIC TABLE
- DISPLAY TABLE
- SEDAN DELIVERY
- STATION WAGON

*All the nice things...*

... you like about  
 Southern hospitality  
 you'll find in abundance  
 in downtown Mobile  
 at the ...



**Admiral Semmes**  
 HOTEL & MOTOR HOTEL

Swimming Pool / Family Rates / Delightful Food / Cocktail Lounges

**Electric Storage Battery**  
**Ups Harbison, Others**

**J**OHN S. Harbison has been appointed marketing manager of the automotive division of The Electric Storage Battery Co., according to H. N. Roberts, vice president—marketing.

B. A. MacLeod has been named manager, Willard Sales, and J. E. Morrison is manager, Exide Sales, Harbison announced. First joining the company in 1947, Harbison rose through successive assignments with Willard sales to general merchandising manager responsible for automotive division merchandising, sales promotion and advertising, the one held prior to his present appointment.

**Miami Distributor Holds**  
**First Trade Conference**

**M**IAMI Parts & Spring, Inc., Miami, Fla., last month held the first trade conference reportedly to be conducted by a warehouse in the Miami area.

Guests were invited to discuss problems with representatives of 25 major manufacturers, who in turn were to offer suggestions for improving jobbers' status.

The firm is a subsidiary of Lee Motor Products, Inc., which headquarters at Cleveland, Ohio.

**Aro Corp. Names Moore,**  
**Hecox, Kautz and Reed**

**W**H. MOORE has been named sales manager of Aro Corp., Bryan, O., according to E. L. Jackson, vice president of marketing.

Simultaneously, George Hecox was named manager of engineered sales, W. G. Kautz, divisional chief engineer, and Don G. Reed, assistant to the vice president. Moore joined Aro in 1941, Hecox in 1949 and Kautz in 1955. Reed, who has been with the company since 1954, holds a BSME degree from the University of Kansas.

**Perfection Gear Hires Vestal**

Perfection Gear Co. has named Ray N. Vestal district manager in western Tennessee, Louisiana, Mississippi and Arkansas, east of Little Rock. Headquartering at 1622 Central Ave., Memphis, Vestal will be supervised by Southern Division Manager W. Y. Arrants. Vestal's entry in the factory selling field follows 15 years of jobber and fleet experience in North Carolina.

# Branches Lift Sales

**B**RANCH stores added recently have been helping Southern and Southwestern wholesalers to maintain or exceed their sales volume of the previous year.

Replies to a survey mailed to 350 jobbers showed 60% with sales higher than for the same period of 1960, 30% with smaller sales and 10% steady.

An Alabamian's rise of 20% was due to opening a new store, he reported. A South Carolinian's main store sales were up 9.1% while his branch was ahead 19%.

A Missourian's business was higher by 0.09%. Figures from three branches opened in recent months were not included, however.

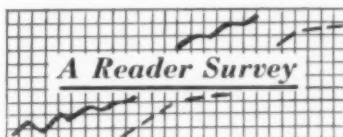
This latter jobber, incidentally, complained of "more price cutting than I have ever seen" in more than two score of experience.

A West Virginian also tackled this subject, saying that "large discount houses are coming in selling below our costs; people are price buying, not quality buying."

A Florida veteran, faced with 5.7% lower sales, attributed his predicament to "competition set up by the numerous warehouses in our area."

A Tennessean's volume was down 8% because, he said, "more small jobbers are in the territory traveled."

On the other hand, another long-



time Tennessee house's volume was higher by 9.85%.

There remained the problem of diminishing net profit, sometimes even when the gross sales were higher.

One big northern Alabama firm's sales were off 8.3%. The net profit was off 39.6%!

This jobber reported, though, that "conditions seem to be much better

now, starting August."

An Alabamian less than 100 miles from this one, in contrast, reported sales ahead by 10% "and profit structure has held so far."

A West Virginian's sales were up "but profit is down due to more and higher operating expenses."

September sales were down 5% for a Kentuckian, due chiefly to less antifreeze business. His antifreeze market "is about a thing of the past," he added. His business' total volume for the entire year was down 4%.

A Dallas, Texas, company reported slightly higher sales, with much bigger volume in August and September, after adding lines and men "and much extra effort."

Another Texan's business was up about 8%. "Before Hurricane Carla things looked good here," he added.

For many wholesalers, poor collections dogged their tracks.

E. L. Meek has replaced Norman Leister as wholesale salesman for Wadel-Connally Co., Orange, Texas. Branch Manager T. G. Whitener announced. James Russell replaced J. C. Keith as city man, Whitener said. Keith was transferred to one of the company's branch stores as the manager.

## Compare these Power-Packed Changers for the Best Dollar Buy on the Market!

- Easy-to-operate
- No sidewall scrape
- Frees beads instantly
- Maximum Air-Power
- All Steel Construction
- Full 1 year guarantee

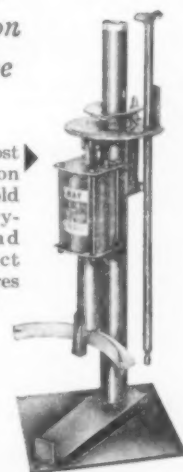


◀ **MODEL 62** The fully powered, air-electric Tire-Matic 62 is the fastest, easiest to operate tire changer available! Designed for high-volume, quick effortless changes the easy-to-operate 62 has a power turntable and double-disc bead breakers that free both tire beads at the same instant.

▶ **MODEL 58D** The low-cost 58D has a quick-action air-powered wheel hold down and an extra heavy-duty JET-FLO Bead Breaker. The compact 58D handles all car tires including 12" wheels.

Models from \$109.50

New 12 page catalog gives information on the entire May line of tire changing equipment. Send for free copy today!



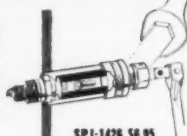
**MAY BROTHERS MFG. CO.** 21300 Eureka Road • Taylor, Michigan

**SAVE HOURS  
- KNUCKLES**



**Do 11 Jobs *Fast!***

**RATCHETING SPARK PLUG SOCKET.** Replaces three tools. Makes possible torquing of plugs in accessory-packed cars.



SPJ-1426 \$6.95

**FILLER PLUG WRENCH.** Speeds, eases removal of Ford and Mercury differential hex filler plug.



J-42 \$1.11

**IMPROVED HOSE CLAMP PLIER.** Features special finger tip position lock that frees both hands.



No. 175 \$2.78

**TWO-IN-ONE SOCKET.** Stop-down opening services both stop light and oil pressure light switches. Will not break switch seal.



J-43 \$1.77

**CHRYSLER EMERGENCY BRAKE ADJUSTMENT WRENCH.** Only tool needed for internal emergency brake adjustment on all Chrysler-make cars.



No. 282 \$1.37

**BENDIX BRAKE TOOL.** Both ends designed to adjust all type Bendix brakes. Extra long!



NO. 382 \$1.74

**SHOCK ABSORBER TOOL.** Three tools in one. Insures quick installation-removal of shocks on all General Motors, Ford and Chrysler-make cars.



No. 2208 \$1.95

WRITE FOR COMPLETE

CATALOG

**UTICA**

UTICA DROP FORGE & TOOL DIVISION  
KELSEY-HAYES CO., UTICA 4, N. Y.



Robert M. Stone (shown here) has been appointed district sales manager for Pratt Muffler Division, Chicago, according to James M. Flanagan, director of sales. Headquartering in Charlotte, N.C., Stone will cover Virginia, the Carolinas, Georgia, Tennessee, Florida, Alabama and Mississippi.

### Two Southerners Win In Ramco Contest

**W**INNERS in the first of three month-long piston ring contests conducted by Ramsey Corp., St. Louis, given their choice between 1962 Corvair Monzas or Rambler American station wagons, included D. C. Melton of Fairhope, Ala., and Woodrow Garrick of Southern Auto Parts, Mobile, Ala.

Two hundred prizes to be given each month by the manufacturer—600 in all—include six new cars, a dozen stereo consoles, clocks, transistor radios and other prizes.

### Arkansas Group Names Hutton President

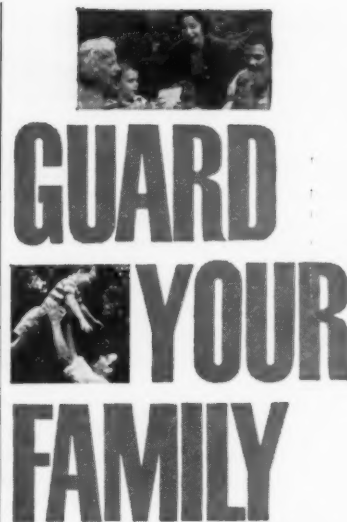
**W.** P. "PIERCE" Hutton of Little Rock was elected president of the Automotive Wholesalers of Arkansas last month.

John Bueker of Stuttgart is vice president; Ed Smitherman of Hot Springs, secretary-treasurer, and Bill Tucker of Malvern, executive secretary.

### Shepard Dies in Miami

Clinton F. Shepard, 67, president of Penton-Shepard Tire Co., Miami, Fla., died last month. A resident of Miami since 1929, Shepard was a former owner of Auto Parts Warehouse, Inc.

Mrs. Jean Reed has been employed by Craig Auto Supply, Tuscaloosa, Ala., to handle the company's card system and other office duties, General Manager Joe Craig announced.



**FIGHT  
CANCER  
WITH A  
CHECKUP  
AND A  
CHECK**



Send your gift to "CANCER"  
in care of your local post office

**AMERICAN CANCER SOCIETY**



These experts in two fields—cooking and the parts business—held forth in field No. 1 at Dimmick Supply Co., Inc.'s (Lake Charles, La.) recent 14th annual company picnic in Opelousas, La. They are (l. to r.): Gene McSpadden, outside salesman, who has been with the company for 26 years; Eray Ardoin, shop foreman; Burke Reed, outside salesman; Louis Soileau, counter sales supervisor, and Ben Perry, outside salesman. Around 150 persons enjoyed the outing, according to Sales Manager H. L. Hutchison.

## Two Hotels Will Serve ASIA Convention

Two co-headquarters hotels—the Hotel Sherman and The Conrad Hilton—will serve members of the Automotive Service Industry Association who attend the 1962 convention in Chicago on Feb. 26-27.

Preceding the convention, the president's reception and membership reunion will take place in the Grand Ballroom of the Sherman from 4:30 to 6 p.m. on Sunday, Feb. 25.

Three half-day convention sessions and two convention highlight luncheons have been scheduled. The first luncheon will be held on Monday, Feb. 26, in the Grand Ballroom of The Conrad Hilton, with the second luncheon scheduled for the following day in the same room.

Convention sessions will be held on Monday afternoon, Tuesday morning and afternoon at The Conrad Hilton in the new International Ballroom, now under construction.

"Thinking New in Sixty-Two" will keynote the business sessions, according to E. N. Robinson, ASIA convention program committee chairman and vice president and general manager of Alemite and Instrument Division of Stewart-Warner Corp., Chicago. Speakers and subjects will be announced later.

Other committee members are Roy Adams of Womwell Automotive Parts Co., Lexington, Ky.; Ray Bar-

nett of Irving-Cloud Publishing Co., Chicago; Frank A. Brusek of Motor

& Axle Parts Service, Inc., Chicago; Charles H. "Chuck" Davis of Stanley Publishing Co., Chicago; W. I. Hamlin of C. E. Hamlin Co., Jackson, Mich.; John M. Metzger of The G. W. Holmes Co., Columbus, O.; Hans M. Siverts of Ramsey Corp., St. Louis, Mo.; Robert Stacey of Borg-Warner Co., Chicago; H. C. Stivers of AP Parts Corp., Toledo, O.; George Werner of M. Werner & Sons, Sandwich, Ill., and Vern K. Yoho of Yoho Automotive, Inc., Salt Lake City, Utah.

The ASIA convention precedes the 1962 International Automotive Service Industries Show to be held at Navy Pier, Chicago, Feb. 28-March 3.

## Leece-Neville Names Hill

Robert G. Hill has been named vice president of sales for the Leece-Neville Co., Cleveland, O., President P. H. Neville announced. With the company since 1941, Hill was named manager of OEM sales in 1954.

Battery & Electric Co., Greenville, S.C., has added complete **Borg-Warner** automatic transmission parts line, according to Cecil Morris.

**Hottest**  
PLUG IN TOWN

**Cooler**  
ON THE ROAD



**BOWERS**  
Glass Sealed  
SPARK PLUGS



**BOWERS**  
is Best

- ... because Bowers plugs heat up for low speed city driving, cool off for high speed highway driving.
- ... because Glass Seal prevents center electrode leakage.
- ... because Bowers plugs improve Power, Performance, Gas Mileage.
- ... because YOUR profits are bigger!

WRITE TODAY FOR  
MONEY-MAKING DETAILS

**BOWERS**  
BATTERY & SPARK PLUG CO.  
(Div. of General Battery  
and Ceramic Corp.)  
READING, PENNSYLVANIA

# MANUFACTURERS' AGENTS

## REPRESENTING OUR ADVERTISERS

The (AAR) and/or (B) following many listings indicate membership in the Automotive Affiliated Representatives and/or the Automotive Booster Clubs International.

### ALABAMA

Alan Sales Co., Birmingham (B)  
Acme Air Appliance Co., Inc.

Herman J. Downey, Birmingham  
Tungsten Contact Mfg. Co., Inc.

W. P. Piperburg, Birmingham  
Houser Engineering & Mfg. Co.  
Lee Filter Company

### FLORIDA

Murray Ferber & Assoc.—Coral Gables  
Everhot Products  
Guaranteed Parts Co., Inc.

R. L. Bridges & Associates, Gainesville  
(B) (AAR)  
Vaco Products Co.

Hirsig-Brantley Co., Jacksonville (B)  
National-Detroit, Inc.

J. H. Jones, Jacksonville (B)  
Bishman Mfg. Co.

Maxim Hershey, Miami (AAR)  
Doan Mfg. Co.

Max Yaras, Tampa (AAR) (B)  
Ace Rubber Co.

### GEORGIA

Aaron & Bell, Atlanta (AAR) (B)  
Stant Mfg. Co., Inc.

Clark-Richards Co., Atlanta (AAR) (B)  
American Grease Stick Co.  
Herbrand Div.

Gene Fike, Atlanta (AAR) (B)  
Storm-Vulcan, Inc.

Ray Gandy—Atlanta (B)  
Griffin Lamp Co.

Wm. Kitchens—Atlanta (B)  
Fox Prod. Co.

N. A. Williams, Atlanta (AAR) (B)  
Ken Tool Mfg. Co.

Edward Zinnell, Atlanta (B)  
Lee Filter Corp.

F. H. Williams Co., Covington (AAR) (B)  
Acme Air Appliance Co., Inc.  
Monkey Grip Sales Co.

George H. Davison Co., Marietta (AAR)  
(B)  
Lee Mfg. Co.

### KENTUCKY

J. Paul Saunders, Bowling Green  
(AAR) (B)  
Bishman Mfg. Co.  
Monkey Grip Sales Co.

Lee B. Hughes, Louisville (B)  
Acme Air Appliance Corp.  
Storm-Vulcan, Inc.

### LOUISIANA

L. M. Cressy, Jr., New Orleans  
Tungsten Contact Mfg. Co.

### MARYLAND

Wallace Dent, Baltimore  
Everhot Products

Sibel Sales, Baltimore (B)  
Triple A Spec. Co.

Tom Wilmer, Baltimore (B)  
Storm-Vulcan, Inc.

### MISSISSIPPI

Guy M. Parker, Jackson  
K. O. Lee Co.

C. Guy Keen, Meridian (AAR)  
Wix Corporation

Herman A. Shields, Meridian (AAR) (B)  
Muskegon Piston Ring Co.

### MISSOURI

R. S. Black, Kansas City (B)  
Lee Filter Corp.

C. N. Buettner, Kansas City (B)  
Acme Air Appliance Co., Inc.  
American Grease Stick Co.  
Monkey Grip Sales Co.

Collins Carlyle—Kansas City (B)  
Tungsten Contact Mfg. Co.

Doring & Eyer, Kansas City (AAR) (B)  
Everhot Products Co.  
Triple-A Specialty Co.

G. D. Heath Co., Kansas City (AAR) (B)  
National-Detroit, Inc.

Charles H. Koslowsky, Kansas City  
(AAR) (B)  
Bishman Mfg. Co.

Frank Libby Co., Kansas City  
(AAR) (B)  
Muskegon Piston Ring Co.

Mosher-Williams, Inc., Kansas City  
(AAR) (B)  
Fulton Sylphon Div.

M. H. Swanman, Inc., Kansas City (AAR)  
Champ-Items, Inc.  
Wix Corporation

Paul K. Wilcox Co., Kansas City  
(AAR) (B)  
Stant Mfg. Co., Inc.

Don Ayd, St. Louis (AAR) (B)  
Bishman Mfg. Co.

Russ Nixon, St. Louis (AAR) (B)  
Guaranteed Parts Co.  
Vaco Products Co.

Walter G. Punt, St. Louis (AAR) (B)  
Tungsten Contact Mfg. Co.

### NORTH CAROLINA

E. F. Baesel—Charlotte  
Houser Eng. & Mfg. Co.

Sidney Butz, Charlotte (AAR)  
Fulton Sylphon Div.  
Triple-A Specialty Co.

Larry Kidd Sales Co., Charlotte  
(AAR) (B)  
Muskegon Piston Ring Co.

Walden & Ward, Charlotte (AAR) (B)  
Blue Heron Crane Co.

A. W. Mansfield, Greensboro  
Storm Vulcan Inc.

### OHIO

O. T. Hillshafer—Newark  
Storm-Vulcan, Inc.

### OKLAHOMA

B. A. Kline, Oklahoma City (B)  
Bishman Mfg. Co.

### TENNESSEE

C. R. Cunningham, Memphis (B)  
Griffin Lamp Co.

J. R. Sullivan, Memphis (AAR) (B)  
Houser Eng. & Mfg. Co.

McEwen Cherry Co., Nashville (AAR) (B)  
Champ-Items, Inc.

General Sales Assoc.—Nashville  
(AAR) (B)  
Fulton Sylphon Div.

J. R. Tate, Nashville (AAR) (B)  
Tungsten Contact Mfg. Co., Inc.

### TEXAS

Battle & Davis Sales Co., Dallas (B)  
Ace Rubber Co.

Stanley D. Bowles Co., Dallas (AAR) (B)  
Blue Heron Crane Co.

F. J. Brogan, Dallas (AAR) (B)  
Monkey Grip Sales Company

John M. Carter—Dallas  
Houser Eng. & Mfg. Co.

J. S. Connell Co., Dallas (B)  
Triple-A Specialty Co.

H. M. Cree Co., Dallas (AAR) (B)  
Fulton Sylphon Div.

P. H. Ebeling, Dallas (AAR) (B)  
Griffin Lamp Co.

John D. Harvey Co., Dallas (AAR) (B)  
Muskegon Piston Ring Co.

Hirsig-Frazier Co., Dallas (AAR) (B)  
American Grease Stick Co.

W. F. Janowski—Dallas  
Storm-Vulcan, Inc.

Albert Jayne, Dallas (B)  
Ken Tool Mfg. Co.

Lynn & Hemphill, Dallas (AAR) (B)  
Stant Mfg. Co., Inc.

McClintock Sales Corp., Dallas (AAR) (B)  
Acme Air Appliance Co., Inc.

Shipp & Payne, Dallas (AAR) (B)  
Doan Mfg. Co.

Ken Stout Co.—Dallas  
Herbrand Div.

Vogel-Swygard Associates, Dallas (B)  
Bishman Mfg. Co.

Bradley Wayne, Dallas  
Lee Filter Corp.

Wilkinson-Rey Assoc.—Dallas (B)  
Vaco Products Co.

O. C. Zell, Dallas (B)  
Storm-Vulcan, Inc.

Neal Greenfield Sales Co., Ft. Worth  
Tungsten Contact Mfg. Co., Inc.

Keller-Hyden, Inc., Ft. Worth (AAR) (B)  
Champ-Items, Inc.  
National-Detroit, Inc.

#### VIRGINIA

Chaney & Co., Richmond (AAR) (B)  
Bishman Mfg. Co.

#### WEST VIRGINIA

George M. Scott, Charleston  
Bishman Mfg. Co.

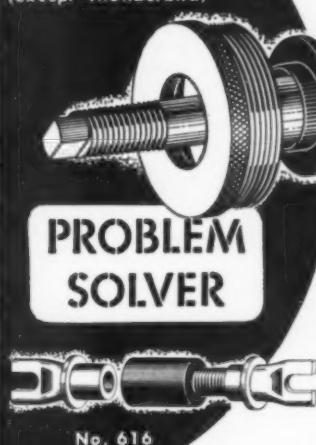
Mohr & Son—Kenova  
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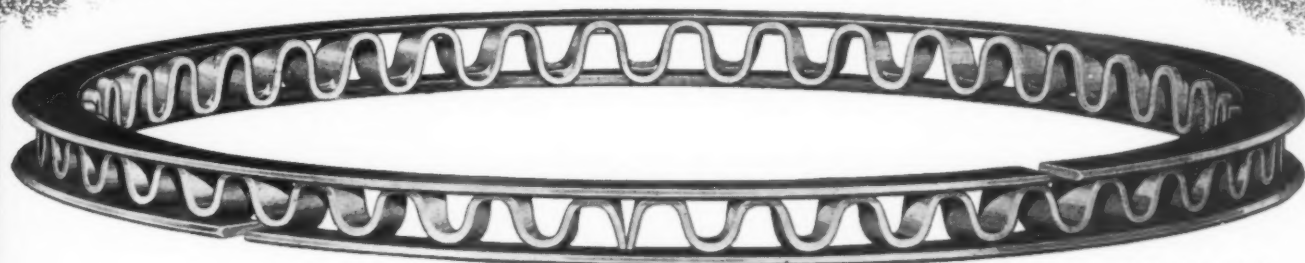
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